BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

• TALENT

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BROADCASTING
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George Engles . Managing Director

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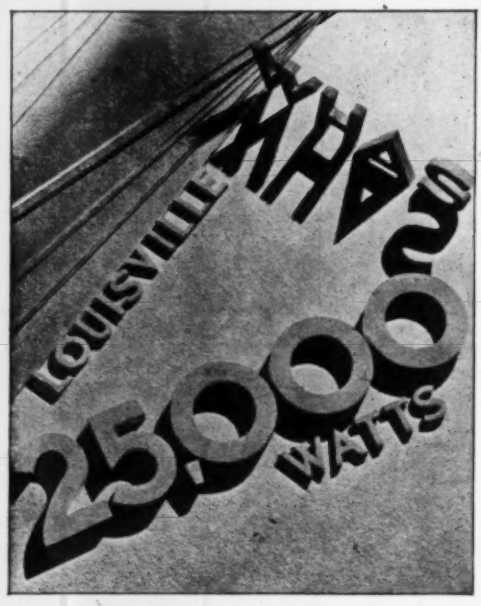

ON A CLEAR CHANNEL

WHAS

A FAVORITE STATION

With a New Peak of Power

90 Miles

From the Center of the Nation's Population

SINCE 1922 people of Kentucky, Indiana and Ohio have set their dials for—"WHAS—The voice of THE COURIER-JOURNAL and THE LOUISVILLE TIMES. That call has long since become a welcome, household phrase."

NOW—this popular station announces 25,000 watts power on a nationally clear channel and a new transmitter, a model of everything that modern radio should be.

On May 15th WHAS became a full-time Columbia outlet—adding to its own brilliant group of studio broadcasts a full stream of CBS network programs . . . with the hearty applause of an enormous audience.

The new transmitter site is midway between the Lakes and the Gulf and only 90 miles from the center of the nation's population. With these new advantages WHAS offers you an enthusiastic audience of national proportions.

This station's hold upon its listeners is legendary . . . a legend recently cast into cold figures: Price, Waterhouse Audit the third, scientific, dispassionate—recorded 95 out of each 100 radio owners in Louisville's immediate vicinity as habitual WHAS listeners, an almost undivided loyalty. A glance at the secondary zone, quoting this nation-wide audit, shows "regular WHAS listeners"—Indianapolis, 21.9%; Birmingham, 22.0%: Chattanooga, 29.5%; Savannah, 11.8%; Charlotte, 16.2%; Roanoke, 11.0%; Orlando, 10.8%; Raleigh, 14.7%; Asheville, 21.5%; Columbia, 20.5%.

This impressive coverage was accomplished with only 10,000 watts. Now WHAS is increasing this great audience with 25,000 watts.

WHAS

Owned and Operated by

The Courier-Journal
THE LOUISVILLE TIMES

LOUISVILLE .. KENTUCKY

820 Kilocycles

Continuous Time

"ON THE SPOT"

with local talent

Among the half dozen most popular radio programs in any city is at least one using entirely local talent. Something to think about.

Look what you get: An audience already created. A program known to be a success. What better way to the hearts of home-town folks than through home-town boys and girls they know and like?

In Cleveland, for instance, a local broadcast team is so popular that, when invited to Chicago, 245,000 local fans petitioned them to stay. National advertisers can employ local talent locally. Several of our clients have been extremely successful in using such programs through Spot (individual station) Broadcasting.

Scott Howe Bowen, Inc., keeps check on local programs. We can help you give people what they want, when they want it, where YOU want it. That's the answer to productive radio advertising. Let us prove it to you.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO

THE NEW WJSV

will serve the Columbia network in the national capital area . . .

• Beginning October 20, WJSV will be on the air with EVERYTHING changed but the call letters.

NEW PROGRAMS

WJSV will carry the full program schedule of the Columbia Basic Network —ranked FIRST in popularity by every impartial survey. Radio's headliners—Kate Smith, the Mills Brothers, the Street Singer, Stoopnagle and Budd, Guy Lombardo, and the rest of Columbia's ace features will be heard regularly over WJSV—switching from our good neighbor, WMAL, on October 20.

NEW TRANSMITTER—NEW LOCATION—NEW COVERAGE

WJSV's former transmitter was located on a dry Virginia hilltop 14 miles from the White House. Much of its stronger signal was wasted on the nearby countryside. But WJSV's new transmitter is only 4 1/2 miles from the White House—and its miles of copper ground system are buried under the tide-swept bank of the Potomac. From this ideal sounding-board location (selected by Columbia engineers), WJSV's 10,000 watts will broadcast the strongest average signal to the 150,000 receiving sets in its estimated intense service area.

NEW MANAGEMENT

Leased last June by the Old Dominion Broadcasting Company, subsidiary of the Columbia Broadcasting System, WJSV will be operated in conjunction with the established Washington Office of the Columbia Broadcasting System.

BUT NO INCREASE IN RATES—NOW

The rates of the old WJSV will remain practically the same for the new. Western Electric Turntables—33 1/3 and 78 R.P.M.—are standard equipment. Time and spot announcements (prior to 6 P. M.) are now being booked.

• WRITE FOR RATES AND OPEN TIME.

WJSV 10,000 WATTS

OLD DOMINION BROADCASTING COMPANY

Main Studios:
Mt. Vernon Memorial Blvd.
Alexandria, Virginia

Business Office:
1218 Shoreham Bldg.
Washington, D. C.

• THE COLUMBIA BROADCASTING SYSTEM

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The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 7 | WASHINGTON, D. C. | OCTOBER 1, 1932 | $3.00 PER YEAR—15c A COPY

Price Quoting Held an Advertising Stimulus

By MARTIN CODEL

Leading Agency Executives Laud Decisions of Networks; Forecast Briefer Announcements, Added Business

Mr. Angus

ALMOST with one accord, executives of leading advertising agencies handling radio accounts see a stimulus to radio business in the decisions of the NBC and CBS networks to permit price-quoting in the commercial announcements accompanying sponsored programs. Responding to telegraphic inquiries from BROADCASTING, these executives had nothing but praise of the networks for lifting their self-imposed taboo of the last five years against the mention of prices—a taboo now deemed unnecessary because of the listening public's interest in radio advertised goods and because of the fact that advertisers now have so many real bargains to offer.

Listeners Not Disturbed

THAT PRICE-QUOTING, in the two weeks since the ban was lifted, has not offended the radio audience, is indicated by the paucity of adverse comment from either the press or listeners. Had the networks not announced their decisions, it is probable that the average radio listener would never have noted the difference. Practically no fan mail protesting price mentioning has been received by the networks, although many sponsors immediately availed themselves of the price-quoting privilege.

Mr. Kynett

Broadcasting generally is expected to benefit by the decision, although most local accounts have long been allowed by practically all stations to quote prices, within limitations. The networks' determination to limit the number of price quotations (see article in Sept. 15 issue of BROADCASTING) and to allow no competitive or comparative price mentions is accepted as entirely reasonable by the agency executives who answered the queries of the editors of this magazine.

CBS made a public announcement of its decision, submitting a statement to the press and circularizing advertisers and agencies with a statement by its president, William S. Paley. NBC's decision was first reported through the columns of this magazine, and many of its advertisers almost immediately availed themselves of the privilege. NBC for some time had been allowing price mentions during daytime programs.

Mr. Cecil

First of the CBS accounts to quote prices were Funk and Wagnalls, LITERARY DIGEST; Congress Cigar Co., La Palina, La Gerardine; J. L. Prescott Co., Oxol; Horn & Hardart, restaurants; William Rogers & Son, silverware; Barbasol Co., shaving cream; Bourjois, Evening in Paris, and General Cigar Co., Robert Burns.

First of the NBC accounts to quote prices were the Great Atlantic & Pacific Tea Co., A. & P. Gypsies; American Tobacco Co., Lucky Strike; Bristol-Myers Co., drugs; Barbasol; General Foods; Stephano Bros., tobaccos; Porto-Rican American Tobacco Co.; Dunn & McCarthy, Inc., Enna Jettick shoes; General Electric Co.; Canada Dry Co.; Frigidaire Corp.; Waitt & Bond, Inc.; Wildroot Co.; Pepsodent Co.; Campana Corp., and W. A. Schaeffer Pen Co.

Lafount Advises Caution

WITH THE statement that the Shepard Broadcasting Service believes that "radio advertising has been developed to such an advanced stage that reasonable price mention can be made without offense to the radio audience," John Shepard, III, president of the Yankee Network, announced that effective Sept. 15, it would follow the same policy of price mention inaugurated by CBS. The Yankee Network for years has permitted reasonable price quoting prior to 6 p. m. In announcing its new policy for night programs the Yankee Network stated that "we wish it definitely understood that price mention will be allowed only on a 15-minute or longer period."

In addition to the agency executives responding to BROADCASTING's query, a statement urging caution was made to the writer by Harold A. Lafount, acting chairman of the Radio Commission. That regulatory body has no jurisdiction over programs beyond the broad requirement that they meet standards of "public interest, convenience or necessity." Mr. Lafount's statement, while recalling that stations in the past have been disciplined for "rampant price quoting and direct merchandising" of a questionable character, indicated that the Commission is not averse to the networks' new step, but he cautioned against abuses. He said:

Mr. Gannon

Mr. Hollinshead

"We of the Commission, with the obligation to the people of insuring broadcasting service of the type that will meet the standard of public interest, naturally are inclined to go slow on the innovation of the networks in allowing the mention of commodity prices.

"It is my personal view that the step may be dangerous unless the utmost caution is exercised. By that I do not mean that the networks themselves will permit abuse of the privilege, but that enterprising independent broadcasters may overstep the bounds of good taste in following the lead of the chains.

"The Commission in the past has severely disciplined certain stations for rampant price-quoting and direct merchandising of a character that was unquestionably objectionable to the public. In isolated other cases it has found that price-quoting, handled judiciously, is of distinct service to listeners, particularly those in rural and remote areas. It is an important part of the program to them, because they want to know what the particular commodity advertised which has aroused their interest will cost.

Mr. Dawson

"If price-quoting, properly handled, reduces the length of the sales message, it will be a distinct stride forward. Certainly direct mention of prices in programs could be no more objectionable than the long-winded blurbs used in some programs that do everything but mention the exact price of the commodity."

Brevity Predicted

HOWARD ANGUS, radio account executive of Batten, Barton, Durstine & Osborn, New York, believes that price mentions will obviate the circumlocutions employed by advertisers to get around the former taboo and that commercial programs hereafter will actually have shorter and yet more interesting announcements.

"I have always advocated the mention of price on the air," said Mr. Angus, "and believe that it will not only increase the effectiveness of commercials but make the commercials more interesting to the listener.

"You remember the days when the sponsors were only able to mention their names, then when the product could be mentioned, and later when they could say something about the product. The moment broadcasting allowed a sponsor to say something about his product he should have been permitted to mention price. It was just an old taboo that kept him from it.

Mr. Winius

"Up to the present the sponsor tried to get over the price of his article by all kinds of subterfuges winked at by the broadcasting stations. This took time and made the commercial more lengthy. Feeling, also, that he could not mention price the sponsor felt he ought to say more about his product. So the mention of price, in my opinion, will actually cut

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down the length of the commercial announcement.

"Another point: I have never known the radio audience to object to anything that was informative or entertaining, and price is informative.

"It is not whether the advertiser does or does not mention price that makes commercials palatable or unpalatable to the listener. Any commercial that is entertaining enough to hold his interest he likes; any that is boring he dislikes. So we still have the major problem of how to make commercials more entertaining."

Lure to Sponsors

HERBERT R. BAYLE, manager of media and research of Brooke, Smith & French, Inc., Detroit, regards the decision of the networks to allow price-quoting as a step in the right direction toward "making radio more attractive to those manufacturers who, from past experience, have found that it was to their best interest to let the consumer know exactly what the cost will be for merchandise that he is asking them to buy.

"Advertising," Mr. Bayle continued, "is simply a form of salesmanship, and it is putting too much of a burden on a salesman when you tell him that he can create all the interest and desire but he must not disclose the price that he expects you to pay for the article that he has for sale.

"Of course, there should be the same sort of censorship as is maintained by the leading magazines and newspapers, so as to avoid any complications that might be brought up through making comparisons or knocking other products. The quoting of prices should be confined to the manufacturer's own product."

J. M. Cecil, secretary of Cecil, Warwick & Cecil, New York, is in entire agreement with CBS in restricting price mentions and stipulating that the amount of time devoted to commercial credit be cut down. He said:

"In response to your telegram of September 15th, I think Columbia has done wisely in permitting the mention of price in commercial credits. Columbia is especially wise in surrounding the permission with restrictions. The price of all advertising commodities is of interest of the listener, or the reader, if there exists any interest in the product itself. The radio world knows from experience that some broadcasters if left to their own devices will abuse the commercial aspect of broadcasting, and this experience makes it sure that mention of price would be likewise made abusive unless restrictions were imposed, as have been done by Columbia.

Sales Talk Cut

"REGARDING Columbia's stipulation that the amount of time devoted to the radio credit be cut down, I think that this too is a step in the right direction, although going too far in that path would eventually wreck the American system of broadcasting. Some kind of regulation of commercial credits must be imposed to conrol the few inconsiderate and shortsighted sponsors whose blatant and tiresome credits revolt the public. It is better that the radio industry itself imposes this restraint rather than the situation be allowed to drift until some outside commercial agency steps in with a stupid censorship."

On Avoiding Abuses

THAT ABUSES can easily be avoided by the chains, is averred by Joe M. Dawson, vice president and manager of Tracy-Locke-Dawson, Inc., Dallas, who also believes the new policy will stimulate radio accounts. He stated:

"It is my opinion that the proper use of price quotations in radio programs is entirely right and proper, just as it is in any other form of advertising. It, of course, can be abused as it is in other forms of advertising, but with the opportunity for censorship existing in chain radio advertising, there is no reason but that it can be controlled.

"Price is an important element in much advertising. It is likewise of extreme news interest, and I can see no reason why it should not be used, either in day-time or night programs. I do not think any advertiser should be permitted to use competitive prices or make any reference whatever directly or indirectly to competitive products. I have in mind a motor car manufacturer, who has a new model ready for the market at an attractive price. I can see no reason why this price should not be quoted over the radio.

"I believe the proper use of price quotations over radio will stimulate radio accounts and be generally beneficial."

Charles F. Gannon, director of radio for Erwin, Wasey & Co., New York, and chairman of the radio committee of the American Association of Advertising Agencies, stated the opinion that removal of the price taboo should "increase advertiser acceptance of radio." His reply to our telegram said:

"Price is an essential denominator of value. It often is the deciding factor of a sale. Price is therefore news of major importance to the prospective purchaser of competitive merchandise. To

(*Continued on page 18*)

DT Departs

AFTER four months of operation on a daylight saving time schedule, NBC and CBS and a number of stations in the larger cities of the east returned to Standard Time on Sept. 24. The change will be scarcely noticeable in those centers which observed the summer time, but in other sections the network programs will be heard an hour later.

Creative Radio Program Organization, Headed by Ed Wynn, Has Unique Service

Broadway Artists Are to be Used in Producing Features For Agencies, Networks and Independent Stations

FORMATION of the Amalgamated Broadcasting System, Inc., a "creative radio program organization" designed to produce programs with the Broadway tradition for advertising agencies, networks and independent stations, was announced Sept. 23. Ed Wynn, celebrated comedian now being featured in the Texaco "Fire Chief" programs over NBC, is president of the new organization. Arthur Hopkins, noted Broadway producer, is director of productions, and Ota Gygi and T. W. Richardson, also well-known names in the theatre, are directors.

Elaborate offices have been established by the system at 551 Fifth Ave., New York. Full plans of the organization have not yet been completed, but affiliation with a nationally known artists booking bureau soon is promised, among other features, so that there will be introduced to the air a new and more showmanlike type of program. Sponsored and sustaining programs featuring both drama and musical comedy will be produced. Among others, it is reported that Irving Berlin, the song writer, and Daniel Frohman, the producer, may join the organization.

Accounts Already Signed

IT WAS DECLARED that already two nationally known agencies handling large radio accounts have engaged Amalgamated and have placed commercial accounts aggregating more than $1,000,000 with it for the production of new programs. It was emphasized that the system will not engage in actual operation of stations over which its programs may be broadcast.

For the production of programs, seven specially-equipped studios will be built. It was said that absolute privacy and secrecy will be exercised while productions are in the making, so that copy men, idea men, studio assistants and others will not have occasion to interrupt the production work.

Programs Needs Cited

THE CORPORATION was created in the belief that the time has arrived for improvement of both commercial and sustaining radio entertainment. Heretofore, it was contended, the creation and direction of programs has been in the hands of persons unfamiliar with the technique of entertainment. Most programs of today, it was held, were created by advertising copy men and radio-minded salesmen and finally approved by advertising men and organizations which cannot reflect the finesse of those skilled in entertainment on the legitimate stage.

When productions are ready for presentation, it was said, they will be offered through those channels believed best suited. Advertising agencies and the networks are expected to sponsor certain of them, and independent stations, particularly a selected group of metropolitan stations, also will be invited to participate in this "uplift movement in broadcasting."

NBC and CBS Incomes Drop Again in August; Year Still Leading 1931

DROPPING still further from the record low for 22 months established in July, combined incomes of NBC and CBS from time sold to sponsors during August amounted to $2,279,421, according to National Advertising Records. In July the figure was $2,414,296. In August, 1931, it was $2,527,256.

NBC reported an August income of $1,745,338 compared with $1,892,427 in August, 1931. CBS reported an August income of $534,083 compared with $634,829 in August, 1931.

For the first eight months of 1932, however, the network income figures are still substantially ahead of those for the same period last year, aggregating $27,502,544 as compared with $22,694,788.

During August there were slight increases in tobacco, confectionery and soft drinks, oil, soaps and housekeeping supplies and miscellaneous classifications of accounts, but decreases in practically all other lines. The largest decrease for the month was shown in the foods and food beverages accounts.

WOR Names Rambeau

TO CONTACT middle western accounts, WOR, Newark, has established a branch office in Chicago under the direction of William G. Rambeau, station representative. Answering frequent rumors that WOR will serve as the key of a new national network, A. A. Cormier, sales director, said the Chicago branch would concern itself only with commercial accounts and "in no way reflects a move in the direction of the formation of a new radio chain."

KOB Back On Air

LEASED to the ALBUQUERQUE JOURNAL, KOB, licensed to the New Mexico College of Agriculture and Mechanic Arts and recently moved from Las Cruces, N. M., will probably be on the air by Oct. 1 after being silent since last April, according to Howard E. Ray, newly named manager. Mr. Ray formerly was the "Jingle Man" at KELW, Los Angeles, and for two years was commercial director of KTSM, El Paso.

KOIN Buys KTBR

THE MANAGEMENT of KOIN, CBS-Don Lee affiliate in Portland, Ore., has purchased KTBR, in the same city, and will change its call letters to KALE. It is a 500 w. station on 1300 kc. It will broadcast CBS sustaining features which KOIN cannot handle.

Research Service

SPECIALIZING in radio research and marketing investigations, George O. Hackett, well known in radio, has opened offices in the General Motors Bldg., Detroit, to serve stations, advertisers and agencies. He is also handling various sponsored and sustaining programs.

'The Wife-Saver': Novel Household Feature

By GEORGE WIEDA

Allen Prescott Finds Housewives Have Sense of Humor; They Like Mere Male's Advice on Domestic Problems

THE IDEA of a man telling women how to do their housework and then kidding them about it has set a new precedent in household programs. Allen Prescott, who tried his hand—briefly—as an actor and as a newspaperman, is the author of a feature which recently was graduated from WINS, New York, to the NBC-WJZ network. While chock full of fun, the program carries helpful hints to housewives. Among other features Mr. Prescott has written and directed is the Joe Palooka series, done in collaboration with Ham Fisher.

BLOW BY BLOW description of Aunt Harriett's bare fist bout with some of the little pink things, is the way Allen Prescott (above) captions this characteristic pose.

"HELLO, GIRLS! Well, here we are at the end of the week, which is just fine as far as I'm concerned. What better time to talk about little Rollo and his sister Susie. I start this thing in the solemn hope that you're still feeding the children, there being no point in having children unless you feed them. A hungry child can never be trusted * * * ."

Allen Prescott, high speed announcer and script writer, is off on another of the wife-saving jaunts that have become famous throughout the metropolitan area.

"The Wife-Saver," which has been just switched from WINS, New York, to the NBC-WJZ network, as a sustaining program, was created by Prescott in defiance of warnings that he couldn't get away with it because women "can't take it."

Built on a Hunch

THAT WAS LAST February. Meanwhile he has proved that women do have a sense of humor, that they can be kidded about housework and made to like it so much that they come back to the loudspeaker for more. Now the program is an institution and was one of the headliners of WINS. From the first it has drawn a flood of mail, although none has ever been requested. It is a program that, having passed the pioneering stage, has tremendous commercialization possibilities because of its appeal to the home audience.

"The Wife-Saver" was created on the hunch that it would amuse women to hear a man tell them short-cuts in housework. The program wasn't expected to be taken seriously by "the girls." If this original idea had been carried out, if it had been put on in "burlesque" style, it might have flopped.

While working on the first script, Prescott struck the twist that has put the program across. His sense of humor got to work on the "household hints" he had collected. He ran in comments about them, often as wisecracks. The script rambled into nonsensical ramifications. Gag piled on gag. The script turned out a riot of fun in a mine of information.

Some "Wife-Savers"

THESE are typical "wife-savers:"

"How to wash woolen bathrobes is the next little speech we make today. Woolen bathrobes should be measured carefully before they're washed. If not, you wont be able to tell later whether you started with baby's blanket or a garment * * *.

"The long handled dust pan is a great aid and abolishes much drudgery of sweeping. I know you're going to say that a short handled dust pan is good for the hips, but believe me, girls, no hip in the world is worth a thousand stoops a day. * * *

"Cousin Kate clamors to call your attention to the fact that, no matter how hot the day, you must never, never put bananas in the ice box. It seems the bananas and the ice never get along. The banana gets nervous and this causes the banana to have skin trouble and the banana's skin turns darker than * * * well, pretty dark. * * *

"If you will keep a bit of orange peel in the tea container it will give tea a new and marvelous flavor, very different flavor. Of course, you could argue that so will a baked potato, but that's not going to get you anywhere * * *."

Signature Gains Friends

PRESCOTT'S closing signature has gained him the gratitude of a surprising number of listeners. "See you tomorrow. Meanwhile, Mrs. House Wife, I hope there's n o t h i n g burning. — The Wife-Saver," he signs off. According to letters he has received, there are a lot of husbands who should be grateful for being saved by those simple words from burnt stews and vegetables.

The form into which Prescott has developed the program makes it possible for advertisers to work in copy boosting their products in a very inoffensive way. The period is divided into seven parts:

1. Introduction—followed by discussion of one or more related household hints.
2. Mechanical reproduction of popular music.
3. Another series of related household hints.
4. Mechanical reproduction of popular music.
5. Third and final series of household hints.
6. Mechanical reproduction of popular music.
7. Signature.

Material Aplenty

PRESCOTT delivers the script very seriously, at high speed, with no waits for laughs. To the listener, the combination of a man giving household advice to women seriously and persistent gags is "too funny for words."

At the start Prescott feared it would be difficult to get a supply of material. His audience has made the fear groundless. They flood him with suggestions, culled, probably, from newspapers and magazines and their friends, all ears to hear what he will do with the item.

Most of the mail drawn by the program is in the same seriofacetious vein in which the program is delivered. The women offer their suggestions flippantly, gayly. They send Prescott bug exterminators, feathered pen holders, waterless cooking pans, buckets of soup and proposals.

Prescott's listeners register only one complaint: he makes them go to work. One housewife wrote that after a dissertation he gave on cleaning silver she cancelled all engagements and devoted the day to brightening up her tableware.

WCLO Recruits Staff For Syndicate Service

INSTITUTING what it calls "a proving ground for syndicated programs," WCLO, Janesville, Wis., has recruited a staff of writers and producers to prepare continuities to be tested on the station and then offered on a syndicate basis to stations and advertisers, according to an announcement by S. H. Bliss, general manager. The programs to be offered will all be station-tested among the rural, urban and metropolitan audiences which WCLO is in a peculiarly strategic position to serve.

WCLO has also founded an experimental theater of the air under Craig Rice, who recently joined its syndicate staff, coming from Beacon Syndicate, New York. Miss Rice is gathering data from this school for a book on radio drama she is writing.

NAB Annual Convention Open To All Stations

ALL BROADCASTING stations will be invited to the tenth annual convention of the NAB in St. Louis Nov. 13, 14, 15 and 16, because of the importance of the problems on the agenda, including the copyright issue, it is announced by Philip G. Loucks, managing director. Mr. Loucks conferred with E. M. Spence, director of WPG, Atlantic City, and chairman of the general convention committee at the resort on Sept. 24. Both plan to visit St. Louis in advance of the convention to confer with local committees on details.

WCAU Dedication

COL. THAD BROWN, Radio Commissioner, and Gov. Gifford Pinchot will be chief speakers at the first broadcast over the new 50,000-watt transmitter of WCAU, Philadelphia, at 9 p.m., Oct. 2. Radio talent on the program from CBS will include Kate Smith, Morton Downey, the Four Mills Brothers and Col. Stoopnagle and Budd.

New Enterprise

ASSOCIATED Broadcasting Co. has been launched with offices on the Tec-Art motion picture lot in Hollywood. Backed by Pasadena capital, it intends to make electrical transcriptions for radio stations. Initial effort in this direction the middle of September took the form of political talks.

Foreign Radio Develops Best Where U.S. System is Followed

Broadcasting Activities Reviewed in a Survey Of World Marts by Commerce Department

Mr. Batson

BROADCASTING is showing the greatest development in those countries which allow advertising on the air along the lines of the so-called "American Plan," the Department of Commerce concludes in its 1932 edition of "Radio Markets of the World," a biennial review of radio activities of all nations. The publication, just off the press, was prepared by Lawrence D. Batson, of the Electrical Equipment Division.

Attention is called to the "coincidence by which those advertising countries which have not put superficial restrictions on the advertising have at once the most prosperous broadcasting systems and the greatest amount of money turnover in advertising. In all analyses, program quality can result only from a money turnover, regardless of aesthetic considerations of the primary purposes of those supervising the expenditures."

Interest to Broadcasters

THE PUBLICATION, while issued primarily for the benefit of radio manufacturers interested in our $22,500,000 annual radio export market, contains much information of value to broadcasters and advertisers in foreign market. In addition to reviewing developments in broadcasting and its control, legislation, receiving set ownership, technical developments, patents and patent restrictions, foreign sales and climatic conditions, the pamphlet also discusses separately each foreign country as a broadcasting area and as a market for receivers.

Agitation for changes in broadcasting methods, whether governmental monopolies or privately controlled, is universal, according to the survey. "It seems to matter little what system is in operation or what the alternatives may be," the review states.

"Perfection invariably appears to attend any except the system in use. In practice, however, there has been contrary experience. Improvement is possible, but years of progress in improvement are generally lost when a fundamental change is made.

"The receiving license fee in a few countries relieves the listener from advertising but in its place substitutes restricted choice of programs. No method has been developed whereby national coverage with several programs can be supported even in the most densely populated countries by collectable license fees. On the other hand, there is sufficient depreciation of radio advertising to warrant the assumption that it is subject to abuses regardless of the restrictions that may be placed upon it."

A trend toward greater individual specialization in programs by stations and systems is detected by Mr. Batson. He predicts that its ultimate effect will be specialization on a limited number of program types.

"If this should occur," he continues, "it would not be without precedent; editorial management policies of newspapers have resulted in the development of a number of characteristic types of papers, each appealing to readers of certain tastes more than to others, and competing on quality basis in the same field with the same stock in trade—the day's news. Similar identification of broadcasters does not appear impractical. The theory of the service thereby made available to listeners is that each may thereby tune in the station broadcasting the class of program most appropriate to his preference, knowing that there will be no change to a radically different type so long as he is willing to listen."

Discussing European and other foreign monopolies, Mr. Batson asserts that there is no appreciable variety in programs under such systems. "Not only the policies of the monopolies, but the limitation of centralized program judgment preclude the differentiating characters," he explains.

High Power is Goal

COVERAGE seems to be uppermost in foreign broadcasting, with most countries seeking to attain it by higher and higher power for stations, Mr. Batson brings out. Most of the monopoly coverage schemes are based on the theory that a station is equally effective in all directions for a given distance.

On program development, the review says that while there has been some progress, little of true novelty has appeared recently. International broadcasts have lost their novelty almost everywhere.

"In general," Mr. Batson concludes, "the broadcasters of the world have reached the stage where their efforts are practically limited to delivering programs of a fixed cycle, perfecting their presentation, and keeping pace more with a stable public demand than of developing along the line of novelty. The unique in present programs emphasizes technical radio less and the characteristics of talent and presentation more. Improvement of programs has been not alone the more careful selection of program material, but a more complete correlation of material to the available talent."

Re Advertising

ON RADIO advertising, the publication states:

"Radio has continued to grow in importance as a medium for advertising. Most countries now have some advertising by radio, whether other means of radio sup-

(*Continued on page 26*)

An Early American Broadcaster

MEET the world's first commercial broadcasting station!

We admit he doesn't look like a station. He has no antenna or any of those new-fangled vacuum tubes. He might be what they called in the old days a "bell-type oral transmitter."

This gentleman, be it known, for years was the Town Crier of Provincetown, Mass., the last of a line extending way back to colonial days. Then came the depression, and he deleted himself from the wave lengths.

He used to parade up and down Main Street, crying out announcements of auctions, special sales and other "commercials," interspersed with news of the day. He broadcast both sustaining and commercials, but he specialized in spot announcements at about $1.00 each.

"Station Genesis" was discovered by Prof. C. M. Jansky, Jr., the consulting engineer, on a recent visit to Cape Cod. He thought his experiences might be helpful to the owners of "modern broadcast stations."

Frederick Bate is NBC London Representative

FREDERICK BATE, since 1919 associated with the Reparations Commission, which drafted the Young Plan, and for the last two years with an American banking house in Paris, has been appointed European representative of NBC, John W. Elwood, NBC vice president, announced Sept. 18. Mr. Bate sailed Sept. 20 for London, where he will establish headquarters from which he will arrange mutual exchanges of radio programs with European radio administrations.

Dr. Max Jordon, for the last year Central European representative of NBC with headquarters at Berne, Switzerland, will continue in that capacity.

Check of Non-Licensed Radio Sets is Ordered By Canadian Authority

WITH the latest count of radios in Canada showing 598,358 licensed radios as of March 31, 1932, the Department of Marine at Ottawa, convinced that fully half of the set owners of the Dominion are not paying their government the requisite $2.00 annual license fee, has ordered Comdr. C. C. Edwards, director of its radio branch, to undertake a house-to-house canvas to determine the extent of non-licensed listening.

Until Canada lays further plans for nationalizing its radio system as directed by Parliament some months ago, it is believed that set owners neglecting to pay the tax, which last year was increased from $1.00, will not be prosecuted. Under the nationalized system, some advertising will be accepted but chief revenues are expected from set taxes, which will probably be increased again over the present $2.00.

For the year ending March 31, the government collected nearly $1,200,000 from licensed receivers, which number 75,258 more than for the same period the preceding year. Toronto with a population of 631,207, reported 86,454 licensed radios, and Montreal with a population of 818,577, reported 76,160. These two communities had more radios than most of the Provinces themselves. Radios among the Provinces were reported in the license returns as follows:

Ontario	285,048
Quebec	127,804
British Columbia	55,534
Manitoba	35,262
Saskatchewan	31,487
Alberta	27,481
Nova Scotia	21,109
New Brunswick	13,256
Prince Edward Island	1,189
N. W. Territories	188
Total	598,358

Fu Manchu Series

EXECUTIVES in all branches of radio last month received a letter postmarked London and dated Sept. 9 from Sax Rohmer, author of the "Dr. Fu Manchu" stories, who announced that he was arriving from London on Sept. 22 to go to Chicago for the opening of the Fu Manchu radio series which Campana Corp., Batavia, Ill. (Italian balm) began to sponsor over 23 CBS stations Sept. 26. The British author, declaring his deep interest in radio technique, asked that comments on the program be addressed to him at the Ritz Carleton in New York. McCann-Erickson Inc., Chicago, is handling the account, which is booked for 52 Monday night programs.

Uses Classified Ads

SUPPLEMENTING its radio broadcasts over WJJD, Chicago, the Evans Fur Company, Chicago, is using the classified columns of some of the Chicago newspapers, listing coats used by stage and radio stars, featuring a leopard skin coat reputed to have been worn by Jane Froman, NBC torch singer. The coat is listed as being reduced in price about two-thirds of the original figure.

XUM

A Department Store Goes on the Air

Nugents, of St. Louis, Pleased With KMOX Broadcasts; Newspaper Displays Call Attention to Programs

BY HARRY MEYER
Advertising Manager,
B. Nugent & Bro. Dry Goods Co.

FOR SEVERAL years the department stores of St. Louis were in agreement not to engage in radio advertising, and then Nugents, one of the largest dry goods houses, decided to experiment with the new medium and withdrew from the anti-radio circle. After only eight weeks of broadcasting, officials of the store are highly enthusiastic over the drawing power and sales appeal of their KMOX program. In this article the sponsor's advertising manager explains this enthusiasm.

WHEN NUGENTS decided to go on the air daily over KMOX, we were on the eve of an entire reorganization. We were making changes which would put one of St. Louis' largest department stores on a strictly cash basis. This was a drastic change—one which we believed would greatly benefit our customers, and which we wanted to publicize as much as possible.

The new plan incorporated six points. We planned to run these six plan points in large-letter double-spread advertisements in all the papers, but newspaper advertising alone was not adequate, because few people will read explanations. But they will listen when those same explanations are part of an interesting radio fashion-beauty-and-shopping chat.

You will notice that one of our six points is the discontinuance of special sales. We were convinced that a morning radio program would be the most effective medium for explaining that the lowest cash prices are in effect *every day*—not only for certain occasions.

Combination Scheme

WE THEREFORE decided upon a radio-and-newspaper campaign, the newspaper advertising to call attention to the radio program on KMOX. The primary function of this program was to be dramatization of the cash policy, explanation of its conditions and repetition of its benefits to our customers.

On Sunday, July 17, the newspapers carried double-spreads announcing Nugents change to a strictly cash policy and explaining its salient advantages. These advertisements also called attention to a concert to be given that afternoon over KMOX. The concert served to make formal and impressive announcement of the new cash policy and of the program of Nugents Music Store News, which would thereafter be heard daily except Sundays on KMOX at 11 a. m.

It is this 15-minute morning program which carries our message of high quality at lowest prices to thousands of women in St. Louis and the surrounding territory. The program is conducted by Miss Sally Walker, who gives chats on fashion, beauty hints and the consistently low cash prices at Nugents. The music is varied each day and includes a string ensemble, two pianos, the organ, soloists and a harmony trio.

Miss Walker answers questions about the newest styles and the purchase of every kind of merchandise. The information about Nugents reorganization, the consistently low prices and the free delivery are woven into the continuity each day. Miss Walker receives a great many inquiries and orders for the articles she mentions, and many listeners ask information on other shopping problems. KMOX has intense coverage within 200 miles, and we are very pleased with the indications of interest outside St. Louis, because many of these people come here to shop, and others send us their mail order business.

On Aug. 25, Nugents ended their reorganization sale and officially inaugurated their new fall merchandise. As a means of bringing people into the store to see the new merchandise, we conducted two special half-hour programs. The first, on Thursday morning, announced Nugents' fall style show, at which Miss Gladys Baxter and Allan Jones, municipal opera stars, Al Lyons, master of ceremonies at the Fox Theatre, and Miss Sally Walker, Nugents radio shopper, would appear in person. This special program was to be broadcast by remote control from Nugents.

Thursday and Friday we advertised in the newspapers and KMOX carried spot announcements inviting everyone to come into Nugents to see the fall style show and the special broadcast. During the broadcast, Nugents' second floor was crowded to capacity, and a great many letters and phone calls expressed appreciation of the program.

Spots Double Sales

THE REGULAR morning programs emphasize our cash policy and new merchandise more than they advertise any one department. However, there have been specific instances in which we could check up on the efficacy of department announcement. On the afternoon and day following a two-minute discussion of the beauty shop, the business of the department was doubled. Following a short dialogue on the fur repair department we received inquiries from Missouri, Illinois, Arkansas, Oklahoma and Kentucky.

In our millinery department we made over a dozen sales within one hour after an individual hat was featured on the day's program. In our shoe department we doubled the amount of business in the first three weeks after the shoe broadcast was made as against the same three weeks during the previous year. A forty-word description of a baby blanket brought many requests for the 'Sally Walker' cover. And so throughout the store. We have never devoted an entire program to one article or one department.

At this writing, we are concluding our eighth week of broadcasting. We have had more than satisfactory publicity and increased sales, and we shall continue on the air over KMOX.

New Sports Reporters At Mike For Networks As World Series Opens

THE WORLD SERIES, climax of the baseball season, has brought a change of regime in the ranks of those mike-men who report America's national pastime on the air.

Graham McNamee's retirement as sports reporter, announced by the NBC following the Sharkey-Schmeling fight, became an actuality with the opening of the World Series this week in New York.

McNamee is at the mike during the games, but he does not give the momentous play-by-play report. Instead, the job has been turned over to a Chicago man, Hal Totten, who is no novice in the field of microphones and ether waves. Totten began sports announcing over WMAQ, the CHICAGO DAILY NEWS station, in 1922, and has reported baseball via the microphone for the last eight seasons.

Tom Manning, of WTAM, Cleveland, is assisting with play-by-play description and McNamee is painting word-pictures of crowd, sky and the players.

The CBS Network is also scheduled for a change in sports announcers. Ted Husing, CBS ace sports reporter, was to be assisted at the mike by Pat Flannagan, WBBM (Chicago) announcer, and Bob Elson, of WGN, Chicago, who has a large baseball following in the mid-west. Flannagan has recovered from an illness which required his absence from radio work for a few weeks.

The World Series broadcasts are unsponsored, by decree of Judge Kenesaw M. Landis, baseball's high commissioner.

NBC Branches Taking Spot and Disk Accounts For Network's Stations

TO BOOK transcription and other spot programs for the 17 NBC owned or controlled stations, branch offices of the NBC in New York, Chicago and San Francisco now have special representatives on hand to arrange contracts with advertisers and agencies, Roy C. Witmer, vice president in charge of sales, announced Sept. 16.

Although the service has been functioning several months, it is announced as "a new service to advertisers who wish to undertake intensive local or special campaigns, and to those whose distribution confines their advertising to local or sectional areas." Station time may be booked individually or in groups apart from regular network service.

The representatives in charge of the service are J. V. McConnell, in New York; William S. Hedges, in Chicago, and Lindsey Spight, in San Francisco. The stations these "NBC Local Station Sales" representatives take accounts for are: WEAF and WJZ, New York; WBZ, Boston; WBZA, Springfield; WGY, Schenectady; WRC, Washington; KDKA, Pittsburgh; WTAM, Cleveland; WMAQ and WENR, Chicago; KOA, Denver; KGO, KPO and KYA, San Francisco; KJR, Seattle; KEX, Portland, Ore., and KGA, Spokane.

RCA Ready to Measure Frequencies in the West

RCA COMMUNICATIONS, Inc., New York, which has been serving numerous broadcasting stations with a frequency measuring service, has installed a replica of its Riverhead, L. I., measuring laboratory at its trans-Pacific receiving station at Point Reyes, Cal. The Point Reyes station will serve far western broadcasters with reliable checks on their transmitters. Effective in September, RCA Communications, Inc., also instituted a new rate schedule for frequency measuring service, making it more flexible and in many cases cheaper, according to A. A. Isbell, manager of the commercial department. A booklet describing the service is obtainable on request from offices of the company at 66 Broad St., New York, or 28 Geary St., San Francisco.

Wave Rule Amended

UNDER an amendment to its rules and regulations adopted Sept. 15, stations receiving notice of off-frequency operation in violation of Rule 24, will be required to submit their replies direct to the Commission instead of through the radio supervisors in their districts. Stations are required to keep within 50 cycles, plus or minus, of their assigned frequencies.

RADIO APPEALS along with local newspaper advertising and handbills dropped from airplanes were used last month by the City of Newark in a unique campaign to collect $26,000,000 in outstanding taxes.

XUM

Small File is Used To Keep Schedule Of WDAE Correct

Colors Denote Program Class; System Held Error-Proof

By L. S. MITCHELL
Manager, WDAE, Tampa, Florida

ON A RADIO station such as WDAE, operating 16 hours a day with an average of 50 programs, it is essential that we have a flexible method of keeping our schedule corrected up to the minute, and we believe that now we have something which is just about error proof. It is a small Kardex file with forms prepared for the type of record which we must keep.

The reason for using such a system as this is that we have to set up our programs more than a week in advance, and make daily corrections due to the change of plans by the CBS network or the availability of programs. We use one leaf for each day and keep each day's listing corrected up to date.

Former System

THE SYSTEM in use previously was one quite common to broadcasting offices. It was a large board about ten feet long, hung on the wall and marked for the days and the hours. Each program was represented by a tag hung from a hook. This system we found to be unwieldy as a person had to leave his desk to make a correction, and then, too, the tags were likely to be blown off.

We had also tried a program book, but due to the number of corrections necessary this was not satisfactory.

Our programs consist of: local sustaining, local commercial, CBS commercials, CBS sustaining and commercial electrical transcriptions. These various programs are designated on each leaf of the file with a distinctive color signal. The cards are of buff color. A plain card is used for a CBS sustaining program, a pink signal is used for a local commercial and a white signal for a CBS commercial. Electrical transcriptions are indicated by a salmon marker, and a blue signal designates a local sustaining program.

Idea is Unique

IN SO FAR as I know no other radio station is using such a system as we have worked out. I conceived the idea of using something of the sort after seeing the flexibility with which the daily corrected price and stock lists were handled in a local wholesale house.

After using it for some time, we are well pleased with the results. The file is small enough to be constantly before the operator, and it is so easy to remove and insert cards when corrections are necessary. It is flexible, compact, accurate and answers our purpose far better than anything else we have investigated.

WICC, Bridgeport-New Haven, on Sept. 25 joined the CBS network.

WHY BANKS SHOULD ADVERTISE

Intelligent Financial Publicity Needed Now More Than Ever to Counteract Much Misunderstanding

BY FRANCIS H. SISSON*

Mr. Sisson

THE ATTENTION given to the technique of financial advertising today emphasizes the revolutionary change that has taken place in the last few years in the attitude of financial institutions toward the general problem of public relations. From the point of view of the single institution, this departure from the methods of the past has obviously been made in response to the discovery that advertising pays—that it is in fact, in most cases, a competitive necessity.

Viewing the question in a broader way, we can see in this development simply one phase of the process by which the most efficient units in all branches of business are making the most of their competitive strength. If an industrial corporation is able to turn out a better product, or the same product at a lower cost, than its competitors, it will eventually come to occupy a dominating position in its industry. But this process can be immeasurably hastened by intelligent advertising. Similarly, the well-equipped financial institution finds that its business can be increased by advertising; and by the mere fact that its business is increased, it is enabled to equip itself still better through the division and sub-division of functions, the more effective training of specialists, a greater degree of financial strength, and a wider diversification of risks.

Laying a Foundation

TO A CONSIDERABLE extent, financial advertising rests on the same principles as other advertising. It appeals to a need that is, in most cases, consciously or subconsciously realized; and it aims, first, to stimulate the realization of the need, and second, to offer an adequate satisfaction for it.

There is a peculiar value in publicity of a general sort. Every mention of a financial institution in print or from a public platform brings the existence of that institution to the attention of the public, helps to establish its standing in the community and creates in people's minds a subsconscious impression of its strength and stability. This general publicity, of course, furnishes only the foundation on which the advertiser must build; but if the foundation is securely laid, the work of building is simplified and the entire structure is strengthened.

The difficult conditions through which the financial world has passed in recent years have brought a new challenge to the financial advertiser. In no field of business is there greater need for vigorous and intelligent advertising policies at present than in finance. The financial advertiser carries his appeal both to the general public and to business men. To the general public, his appeal is one of thrift, foresight, ambition, and dispassionate judgment. To the business man it is one of confidence and enterprise. In both these directions, his message is one that is badly needed today; and it is one that is well adapted to mass appeal.

Intelligence Needed

THE FINANCIAL advertiser, however, if he is to be successful under present conditions, needs more than ambition and aggressiveness. He needs intelligence, sincerity and technical competence as he never needed them before. The banker needs to know his advertising, and the advertiser needs to know his banking. What is required even more than a greater amount of financial advertising is the right kind of financial advertising.

There are two fields in which publicity can be most profitably employed by the bankers at the present time. First, to sell banking service in its various ramifications on the basis of its merit and value to the business community. Second, to spread a better understanding of banking and its functions to the general public. In a period of depression in which financial problems become peculiarly pressing, it is inevitable that banks should be the target of a great amount of misunderstanding and criticism. Some of this misunderstanding only time can cure, but it is highly important that the bankers themselves should use every proper means at hand to make known the facts about the situation and to nullify the false impressions and loose criticisms which are not based upon the facts. In developing selling appeal for the valuable services they perform and in abolishing public distrust and misunderstanding, the banks have no more valuable weapon at hand than well directed publicity. It becomes increasingly important in such an emergency that this weapon be employed to the best advantage and, as far as possible, with scientific direction.

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*Vice President, Guarantee Trust Co., New York; incoming President, American Bankers' Association. From recent address before New York Financial Advertisers.

Edison Account

THOUGH stressing direct mail, the Edison General Electric Appliance Co., 5600 W. Taylor, Chicago, will use radio along with newspapers, magazines, billboards, cooking school demonstrations, etc. in a new campaign about to be launched for G-E Hotpoint ranges. The campaign will be emphasized during the Christmas season. W. A. Grove is advertising and sales promotion manager, and Maxon, Inc., Detroit, handles the company's account.

Stations Must Pay Tax on Electricity

NAB May Appeal From Rule Of Commissioner Burnet

UNLESS REVERSED by the United States Board of Tax Appeals or by the courts, broadcasters will be forced to pay a 3 per cent tax on electrical power under a ruling by David Burnet, commissioner of Internal Revenue.

The ruling means that a 1 kw. station, which spends an average of $1,550 a year for power, will be required to pay an annual Federal tax of about $46.50 in monthly installments. The average annual power bill of a 50 kw. station is $30,000, which means a tax of $900.

At a meeting with Bureau officials Sept. 27, a delegation representing the NAB presented new arguments, and was hopeful of having the whole case reconsidered shortly. In the delegation were Managing Director Philip G. Loucks, E. M. Elkin, KDKA, chairman of the tax committee, Arthur W. Scharfeld, radio attorney, and P. J. Hennessey, NBC. Power companies have been billing stations for the tax, it was reported, and many stations have been paying them "under protest" until the case is finally decided.

The NAB has contested the conclusion that broadcasting stations are taxable under the 1932 Revenue Act through its tax committee in a brief and in oral argument. It argued that broadcasting stations are exempt from the tax under those provisions of the act which hold radio communication companies to be industrial rather than commercial users of power. Mr. Loucks, NAB, declared the issue may be carried either to the Board of Tax Appeals or to the courts.

Commissioner Burnet declared in his ruling that Section 616 (a) of the Revenue Act imposes a tax equivalent to 3 per cent of the amount paid for electrical energy for domestic or commercial consumption, to be paid by the person paying for the energy.

"The conclusion has been reached," he added, "that electrical energy furnished to radio broadcasting stations and offices engaged in commercial advertising through the medium of furnishing entertainment to the public is commercial in its scope and is subject to the tax imposed by Section 616 of the Revenue Act of 1932."

Radio Work is Included In New Vocal Courses

A NEW TYPE of voice training is promised by the New School for Social Research, 66 West Twelfth Street, New York. The course, which consists of 11 sessions, begins Oct. 20 under the direction of Mrs. Ivah L. Bradley.

Instructors include: Edward Johnson, tenor of the Metropolitan Opera Co.; John S. Carlile, production manager of CBS; Dr. Harvey Fletcher, acoustical research director, Bell Telephone Laboratories; and J. E. Otterson, president of the Electrical Research Products. Mr. Carlile will offer demonstrations of radio facilities for voice training.

Society Revises Sustaining Fee Scales

Greatest Reductions Are Made for Low-Power Stations; Mills Essays to Answer Questions of Broadcasters

Copyright Developments

Reductions of about 36 per cent in the sustaining fees of the 340 stations of 500 watts and less, and of between 20 and 30 per cent in the sustaining fees of stations in the 1 kw. class, are proposed by the American Society of Composers, Authors & Publishers as a result of conferences between E. C. Mills, ASCAP general manager, and Oswald F. Schuette, representing the broadcasters.

In a statement to BROADCASTING, Mr. Mills answers categorically the several questions raised in our Sept. 15 issue as being puzzling to broadcasters, according to inquiries received by the NAB.

A move for discrimination in favor of 18 newspaper-owned stations, instigated by Mr. Mills and having the earmarks of an effort to split the ranks of the broadcasters, was launched by WDAF, Kansas City, operated by the Kansas City Star.

BY SOL TAISHOFF

ALTHOUGH definite progress is being made in the downward readjustment of sustaining fees for stations in the lower power categories, all is not tranquil in the music copyright negotiations with the American Society of Composers, Authors & Publishers.

Following a series of conferences with Oswald F. Schuette, copyright director of the NAB, acting in behalf of the industry, E. C. Mills, ASCAP general manager, had his accountants draft a revised sustaining fee scale affecting all stations of 500 watts and less and proposing an average reduction of about 36 per cent. To the majority of stations in the 1 kw. class, reductions of between 20 and 30 per cent were offered. Other sustaining fee items were proposed, and conferences are now in progress for the readjustment of all classes of licenses. The new scale, accepted "under protest" six weeks ago, becomes effective Oct. 1 for all stations of 500 watts and less, Mr. Mills said, and has not been deferred until Nov. 1.

Mills Answers Queries

WHILE the sustaining fee phase is far from amicably settled, broadcasters are still in a quandary over certain of the provisions in the new contracts regarding the payment of 3 per cent royalties on their "net receipts." In a statement to BROADCASTING, Mr. Mills essays to answer the questions raised by broadcasters as reported in the copyright article which appeared in the Sept. 15 issue. While he does clear up certain of the ambiguous provisions his explanations are not conclusive with regard to the major item of "net receipts," and there is a decided note of antagonism toward the NAB in his statement.

The most disconcerting action, however, was a move for discriminatory treatment in favor of 18 newspaper-owned stations, suggested by Mr. Mills. This action has aroused the ire of independent broadcasters who have heard about it, and in some quarters it was regarded as a veiled attempt on the part of Mr. Mills to split the broadcasting ranks. The letter was sent to the newspaper stations by H. Dean Fitzer, manager of WDAF, after he had conferred with Mr. Mills and had urged that the "contribution" of newspapers to music was such as to warrant elimination of the sustaining fee altogether.

Press Boosts Music

MR. FITZER wrote frankly that Mr. Mills had suggested the letter to the newspaper stations, had handed him the list of the stations to which the letter should be sent and had expressed "a desire to make a more favorable contract for newspaper-owned stations, in view of admitted newspaper contribution to music exploitation." He added that the ASCAP official had "expressed a willingness to depart in some measure from the fee standard now scheduled to be charged, providing I could speak for these stations as a group, and hand him a plan."

Mr. Fitzer informed the stations that, after his conference with Mr. Mills, the latter admitted that newspapers, by virtue of their gathering and dissemination of news, contributed very definitely to the exploitation and sale of copyright music through the publishing of articles about songs and their composers.

"This is the first time over the years," wrote Mr. Fitzer, "that Mr. Mills has come to realize and concede this newspaper contribution to the music business, and the concession is vitally important at this time, because of the immediate demand of Mr. Mills in behalf of the Society from the broadcaster of the '3-4-5 per cent plus sustaining fee' plan, with which you are as familiar as I.

"I propose that we, as a group, ask that the sustaining fee be not charged newspaper-owned stations, agreeing to abide by the 3-4-5 per cent plan on a three-year contract. Mr. Mills suggested that I ascertain the wishes of this group, and obtain authority from you to act in its behalf. This is a matter entirely in your hands. I have no wishes in this regard, beyond a desire to arrive at a satisfactory settlement for WDAF, and with no desire whatever to step on the toes of the NAB. In this negotiation, you can readily see the impossibility of NAB acting in our behalf."

The list of stations and owners supplied by Mr. Mills, and to which the Fitzer letter was sent are: KGW, PORTLAND OREGONIAN; KLX, OAKLAND TRIBUNE; KPRC, HOUSTON POST DISPATCH; KSD, ST. LOUIS POST DISPATCH; KYW, CHICAGO HERALD EXAMINER; WAAF, CHICAGO DAILY DROVERS JOURNAL; WBAP, FORT WORTH STAR TELEGRAM; WDAE, TAMPA DAILY TIMES; WDAF, KANSAS CITY STAR; WGN, CHICAGO TRIBUNE; WHAS, LOUISVILLE COURIER & TIMES; WISN, MILWAUKEE SENTINEL & WISCONSIN NEWS; WJAG, NORFOLK DAILY NEWS; WMC, MEMPHIS COMMERCIAL APPEAL; WSB, ATLANTA JOURNAL; WSBT, SOUTH BEND TRIBUNE; WTMJ, MILWAUKEE JOURNAL; and WWJ, DETROIT NEWS.

Reductions worked out by ASCAP auditors on the sustaining fee would amount to about $120,000, for the 340 stations of 500 watts and less, from the previous figure on the flat-rate basis of $330,000 paid by these stations, or a decrease of some 36 per cent. In behalf of the broadcasters, Mr. Schuette agreed that this reduction is consistent with the understanding that the greatest sustaining fee downward revisions should favor the smaller stations.

As to 1 kw. Stations

THE SAME sort of horizontal reduction was not offered for stations in the 1 kw. category. While most such stations would be accorded reductions of between 20 and 30 per cent, the Mills' figures proposed no reductions whatever for certain of them. In the case of the higher powered stations reductions were scheduled in a few isolated cases, but the majority would remain about status quo with the original flat-rate annual royalty, plus, of course, the new 3-4-5 per cent of net receipts.

In his future conferences, Mr. Schuette will take up individually the case of stations of 1 kw. and above in the hope of arriving at reductions all down the line. Assurances have again been given by Mr. Mills that, while the new scale becomes effective Oct. 1, no infringement suits will be instituted against stations in process of negotiating for their terms.

The new copyright policy also provides that stations in the educational, municipal and non-profit-making class, but which operate commercially, will not have sustaining fees to pay, providing they are operating on state or municipal funds and are using their commercial receipts only to defray the costs of operation. Stations licensed to such groups, but leased to private operators, however, will be considered regular commercial stations and be assessed for the sustaining fee. All such stations, however, will be required to pay the percentage royalty.

Re "Net Receipts"

DIFFERENCES of opinion between Mr. Schuette and Mr. Mills as to the interpretation of "net receipts" and what actually constitutes time on the air have developed. Mr. Schuette insists that it should be strictly interpreted as the money actually earned by

(*Continued on page 15*)

PENNY PREMIUMS BOOST SALES

Bottled Water Company Finds Listeners Respond Better When They Pay Small Fee for Sample

By RICHARD M. RICKARD
Manager, KGB, San Diego

ALTHOUGH Sparkletts Bottled Water Co. has conducted radio campaigns over many western stations, KGB was recently selected for a test campaign with a penny water bottle as the "key" for the account.

Improving on past experiences, the sponsors decided not to announce any "free" offers but to make a small charge. They believed that listeners might be more responsive if they paid something for premiums and consequently placed the price of a penny on a two-quart water jar, and then threw in two quarts of deep rock artesian water for good measure.

Account was handled by the Los Angeles office of Lockwood, Shackelford agency for the San Diego office of Sparkletts, and it has been running three months with a daily average of 50 calls for the carafe.

Although no pressure is brought to bear on carafe purchasers to buy the bottled water later and while no strings are attached to the penny sale, an unusually large increase in customers is resulting from the radio campaign.

Sales officials of Sparkletts estimate that 60 per cent of the water bottle purchasers become actual users of the bottled water service either immediately or within a 30-day period.

The radio copy includes five floating announcements every day in the week plus the sponsorship of evening dance music for an hour each week day.

Sponsors and station officials believe that, while the day of the free offer is by no means past, there is a valuable psychological angle in placing a nominal charge on whatever is offered as a premium.

The follow-up system used by Sparkletts is simple and not obnoxious to the fan. When the bottle is delivered and collection of the penny made, the agent explains Sparkletts service and leaves a leaflet. If the householder does not subscribe to the water service within two weeks, a phone call and one more personal solicitation are employed.

Actual figures in the hands of the sponsors prove that this penny angle has been instrumental in bringing in more actual and potential business than a previous campaign offering "something for nothing."

XUM

North America May Get Dozen Long Waves From Madrid Pact

Broadcast Band Widening Compromise Seen On Regional Basis; U. S. Seems Favorable

INDICATIONS that a least a dozen long wave channels of 10 kc. each will be made available to the North American continent for broadcasting use under regional agreements, have been apparent in the negotiations now under way at the International Radio Conference in Madrid, according to unofficial advices received here.

While cabled reports to BROADCASTING state that the conference is in a "deadlock" on the enlargement proposal with Russia and most of the smaller European countries favoring invasion of the long waves on a wholesale basis, it is reported that a compromise eventually is expected on a regional basis. Observers are confident that a band of about 120 or 130 kilocycles in the lower end of the spectrum (between 150 and 300 kc.) will be cleared for broadcasting.

Mexico Agreement Looms

SUCH A STEP would make available to North America perhaps 12 new broadcasting waves for allocation to Mexico and Cuba, as well as to the United States and Canada. The question of separation between these waves, however, also is on the agenda and will be thrashed out at the conference. At the very outset of the conference on Sept. 3 it was reported that Mexico had made overtures to the American delegation regarding a division of North American channels in such a way as to satisfy the former's broadcasting requirements and end the seige of "squatting" on American waves. While nothing additional of concrete character has emanated from Madrid, it is understood that Dr. C. B. Jolliffe, chief engineer of the Radio Commission and a member of the American delegation, has been conferring with Emilio Torres, head of the Mexican delegation. It was Dr. Jolliffe who worked out the U. S.-Canadian reallocation agreement of last May.

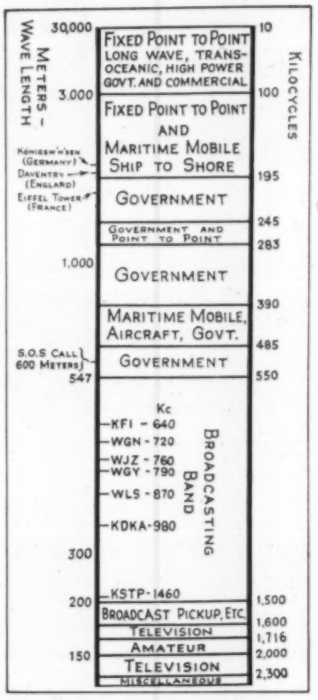
Russia Submits Plan

THE INTERNATIONAL Broadcasting Union (U. I. R.), powerful central European association of broadcasting groups, has been pushing its program for invasion of the long waves on a scale that would force aviation, maritime and government services to the higher waves. It has been backed by Soviet Russia, which also presented its own plan for an entire rechanneling project which, in effect, would push the whole broadcast band down to about 150 kc. and make available the present broadcast frequencies above about 1300 kc. for other services and broadcasting on a non-interference basis. The Soviet Plan is based on propagation characteristics of the various frequencies.

Greatest opposition is coming from the maritime interests, which served notice in advance that they would fight any move forcing them to junk their present spark equipment and install new apparatus for higher frequency operation. Aviation interests, now occupying certain of the bands, have taken a conciliatory position and presumably are ready to yield to any reasonable demands.

Vice Chairman E. O. Sykes, of the Radio Commission, who heads the American delegation, was named chairman of the technical committee dealing with the enlargement issue. The attitude of the American delegation thus far, it was indicated, has been that of no opposition to any enlargement plan of a regional nature, but it has not expressed itself openly as yet. Italy, Japan and Canada have opposed enlargement with Great Britain's position not definitely expressed.

American interests at the conference have been most active in the general deliberations. Louis G. Caldwell, attorney, is representing the NAB and is espousing the enlargement proposal. Besides the official delegation of four and its staff of advisors, shipping, aviation, communications and amateur groups are represented. Paul M. Segal, radio attorney and general counsel of the American Radio Relay League, and K. B. Warner, secretary of the League, are representing the amateurs.



Courtesy of ELECTRONICS

BROADCAST BAND—Chart shows present relative position of broadcasting assignments in radio spectrum and classifications into which it may be extended at Madrid Radio Conference.

Compliance With New 50-Cycle Order Costs Broadcasting Industry $570,000

Commission Told That Improved Service Has Resulted; Average Cost of Frequency Monitor Was $655

Mr. Ring

IT IS COSTING the broadcasting industry, in round figures, about $570,000 to comply with the Radio Commission's new 50-cycle frequency tolerance order, designed to "chase the heterodyne from the ether."

This estimate, made with the assistance of Andrew D. Ring, Commission broadcast engineer, is based on average figures for the cost of visual frequency monitors, required under the 50-cycle rules (144 and 145), which became effective June 22, and on the estimated cost of supplemental equipment which a number of stations were forced to purchase to come within the terms of the regulations.

The average cost of a visual frequency monitor is figured at $655. As of Sept. 15, exactly 500 stations either had installed the apparatus or were awaiting delivery of monitors which already had been approved. All told, there are 565 actual transmitters to be so equipped the discrepancy between the total number of licensed stations (610) and the total number of transmitters being accounted for by the use of the same transmitter by two or more stations.

For frequency monitors alone, therefore, it is estimated that the expenditure will be in the neighborhood of $370,000. The additional $200,000 is accounted for by estimated expenditures for other apparatus ranging from new thermostats to entire new frequency control units and associated amplifiers which had to be installed before a visual monitor could do the job of keeping the station within 50-cycles, plus and minus, of its assigned frequency.

Order Warranted

THAT the new order was warranted, according to Commission information, is reflected in the numerous letters the Commission has received from stations, engineers and listeners reporting improved service. The Commission, prior to the order, predicted that two-thirds of the stations would benefit through sharply curtailed heterodyning.

The records, as of Sept. 15, showed that 501 stations have installed monitors, all but one of which were purchased from engineer companies. The single exception was a home-made set. Of these, 458 had been checked with frequency standards and measured up to the requirements. The remaining 43 of this group have not yet been finally checked on frequency maintenance.

Of the stations which have not yet installed monitors, 39 have ordered apparatus approved by the Commission after tests at the Bureau of Standards, but deliveries have not been made. Thirty-five other stations have ordered monitors not yet approved by the Commission as they are still undergoing test at the bureau. There are 37 stations classified as "irregular," in that they are operating under suspension of Rule 145 because their status is involved in litigation before the courts of the Commission, or are new stations holding construction permits.

Of the approved monitors installed and ordered, 170 are Western Electric types; 155, General Radio Co.; 119, RCA-Victor Co.; 46, Doolittle & Falknor; 21, De Forrest, and one, Bremer Broadcasting Corp.

Engineers Compile Data On Tastes of Listeners

A SERIES of tabulations of listener responses to questions regarding program preferences and dislikes, compiled from 500,000 answers gathered by unemployed radio engineers in surveys of 6,437 homes in 28 states, has been prepared for sale among stations, agencies and advertisers by the Emergency Employment Committee of the Institute of Radio Engineers, 33 W. 39th St., New York, under the direction of Capt. Robert H. Marriott, chairman.

The purpose of the surveys, Capt. Marriott states, is to help sponsors to avoid dislikes and select likes that will produce attentive listeners, and the several tabulations include the answers of listeners in their own words so far as possible. Seventy-five unemployed members were engaged by the I. R. E. to conduct the surveys, the proceeds from the sale of the reports going to them. A complete list of the tabulations, according to subject matter, with prices of each, may be obtained by writing Capt. Marriott.

Midget Radio Telephone Built by RCA Victor Co.

DEVELOPMENT of a tiny two-way radio telephone and telegraph set, for use in emergency mobile communications over short distances, is announced by the RCA Victor Co., Camden, N. J. Designed to operate on five meters with power of less than half a watt, the Transcievers, as they are called, weigh only 22 pounds together with a battery unit.

The Transcievers are expected to find a ready use in police and fire fighting work because of their value in maintaining communication between police or firemen in hazardous situations with headquarters or their directing officers.

Radio News Reel

WHAM, Rochester, shows its own news reel in leading RKO house and various neighborhood houses in cooperation with local producer. Station announces film sponsors once daily in return for publicity.

An Australian Scans U. S. and British Radio

By L. A. HOOKE

Deputy General Manager, Amalgamated Wireless, (A/asia) Ltd.

American System of Competition Held Superior to BBC But Neither Found Entirely Suitable for Australia

A KEEN analysis of the contrasting advantages and disadvantages of the American and British systems of broadcasting is presented in this article by a neutral observer. The author spent more than two years in England and in this country studying broadcasting operation and the manufacture of receiving sets. The criticism is especially timely as the Australian government has just placed the management of Class A stations in the hands of a newly organized radio commission. It is also reported that the government is planning to open a chain of Class B stations. Just what effect this would have on the Class B stations now financed by advertising is conjectural.

DURING two years spent abroad I found that in Great Britain relays of Continental programmes were frequent. Occasionally the English listener hears also American programmes received by short wave from the United States and rebroadcast in England, but these not regularly. In the United States the two leading organizations frequently give special programmes from Great Britain, and one chain of stations has a regular weekly rebroadcast of leading English speakers. The results are generally very satisfactory.

The engineer in charge of international reception for the National Broadcasting Company told me that one of the best rebroadcasts, and the most interesting, was the Australian programme on the occasion of the return of Byrd to New Zealand. Technically this ranked, in his opinion, as the world's greatest broadcast relay.

There is some room for reorganization in the arrangements in Australia in order to give a better coverage of broadcast matter. Although there is not much difference in the technical aspects of Continental and American transmitters, the English apparatus is more highly finished, and the English manufacturers have had more experience in the use of high power in the medium wave lengths.

Sets Simpler in U. S.

BUT I THINK that the receiving set has been commercially further advanced in the United States. In general the sets are simpler to operate, give greater range, and are mechanically of better construction. In England royalty is charged according to the number of valve sockets, with the result that designers endeavor to limit the number of valves and to get the most out of each valve, to the disadvantage of the user. The Australian-made receiver more closely follows the American designs, and of two submitted to American receiver manufacturers it was said that they were equal to the best produced in the United States.

Great Britain and the United States have distinct methods for the provision of programmes, both possessing advantages and disadvantages. The American system of competitive broadcasting, under which A-class stations are dependent for their revenue on advertising and no license fee is charged, has encouraged a high technical standard. Stations afford the best facilities to their clients, and apart from the competition between stations or chains of stations there is real competition between advertisers in the selection of their programmes. One of the chains alone has more than 100 advertisers, each endeavoring to provide better programmes than the others, and the total number of programmes provided by all stations is very many times this number.

The effect of this competition is the presentation of orchestras, artists, and speakers of the highest standard. The supply of different programmes for 18 hours a day on every day throughout the year is an immense task for any one organization. The American system has the advantage of dividing this work among many sources, consequently bringing more brains and diversified interests into the provision of programmes. One broadcasting organization in the United States alone spends more than $5,000,000 (£1,000,000) a year on its programmes, and more than 5,000 persons appear before the microphone each month.

Our Cultural Programs

IT HAS BEEN said that the American system leads to the neglect of cultural and educational subjects. This is far from being true. The principal broadcasting organizations have special committees dealing with subjects such as music, education, and agriculture, and many series of lectures on these subjects are regularly delivered. The National Broadcasting Company gives weekly concerts for the musical education of the students in the public schools and colleges, and more than 370 schools receive this instruction, which is conducted by Walter Damrosch. The performances of the Philadelphia Symphony Orchestra, conducted by Leopold Stokowski, and other famous orchestras, such as the Detroit Symphony, the Chicago Orchestra, and the Los Angeles Philharmonic, are regularly broadcast, and the Chicago Opera gives a weekly programme.

Much time is devoted to education, and many special programmes are devoted to the education of women in all its phases. Facilities are granted to Protestant, Roman Catholic, and Jewish churches for the regular broadcasting of their services, and the Shakespearian productions broadcast by American stations are considered to be equal to any produced in the English-speaking world.

Analysis of Advertising

THE BROADCASTING of advertisements is the objection levelled against the American system, but this objection is the price the American citizen pays to procure programmes of the highest standard. It is idle to say that blatant advertisements are attractive, but broadcasting stations and advertisers in the United States realize that the virtue of the sponsored programme is the creation of good will, consequently advertisements and programmes are framed with the sole object of pleasing the public. So we find the system demanding that programmes shall be of the best character and quality, and the use of direct advertisements is deprecated. That the American system has succeeded is proved by the fact that 16,000,000 sets are in operation in the United States, the highest number per head of population in any country in the world.

The chief advantage claimed for the British system under which advertising is forbidden to A-class stations, and a license fee is charged for revenue purposes, is that uniformity of control enables the most economical use to be made of programme matter. The British Broadcasting Corporation has covered England with well-designed stations of high power, which enable alternative programmes to be heard throughout Great Britain and Ireland. The choice, however, in general is restricted to two programmes.

The programmes are of a high standard, and owing to control by a public corporation they are not likely to offend class or creed. On the other hand, the listener has no choice but to turn to one of the programmes provided by the BBC. The British method is notable for correctly arranged productions and for uniformity of announcements made in excellently modulated and correct English. The objection is that the presentation and control of comedy, drama, and educational matter are apt to lack variety and color.

BBC Shortcomings

THE BRITISH Broadcasting Corporation began with an assured income built up by its predecessor, the British Broadcasting Company. With its present income of more than £1,000,000 a year it might be expected that the corporation would be successful, but the fact that enterprising advertisers sponsor programmes in English transmitted by European stations for reception in Britain, and that many listeners turn to the Continent for Sunday programmes, shows that some people remain uncatered for, and that the system does not fully meet the requirements of the British Isles. This does not reflect on the ability of the BBC. Rather it indicates the difficulty of endeavoring to suit a multiplicity of tastes with only two programmes. The number of licenses in England—more than 4,000,000—is cited by some people to prove the success of the British system, but Denmark, with no recognized broadcasting system, has a higher percentage of listeners than any European country.

On the whole, I think, there are more advantages in the American system, the very essence of which is competition, than in the English system; but neither system in its entirety would be suitable to the needs of Australia.

Rep. Horr Defeated

REP. RALPH HORR, (Rep.) of Seattle, Wash., who began his first term in the House two years ago with an attack on alleged broadcasting monopolies, was defeated in the Republican primaries of his state this month by former Rep. John F. Miller, of Seattle. Mr. Horr several years ago served as receiver for the Northwest Broadcasting System formed by Adolph Linden, which failed when he attempted to expand it into a nationwide network.

WMCA Seeks 1 Kw.

SPECIAL authorization to increase its power from 500 watts to 1 kw. on an experimental basis was asked by WMCA, New York, in an application filed with the Radio Commission Sept. 17.

XUM

Deletion of KELW, KTM is Proposed

Yost Raps Station Practices; KECA Asks Facilities

IN AN UNUSUAL report submitted Sept. 19, Chief Examiner Yost recommended the deletion of KELW, Burbank, Cal., and KTM, Los Angeles, after a hearing last July at which the stations sought to oust one another from their present assignments and thereby acquire full time. Mr. Yost found that both stations failed to serve public interest, and that their deletion would transform California from a fractionally overquota state to a fractionally under quota state. KELW uses 500 watts and KTM 1 kw.

Immediately following the report, KECA, Los Angeles, now operating with 1 kw. on 1430 kc., applied for the 780 kc. channel, which would be vacated should the Commission sustain Mr. Yost's recommendation. It was understood, too, that the Hearst newspapers in Los Angeles will apply for the facilities.

Mr. Yost found that KELW had frequently given broadcasting time in exchange for merchandise, laundry and garage work and other forms of service, rights and privileges, and that some of this merchandise was sold to others. He declared that the station was operated on a poor business basis, that numerous complaints had been made about its commercial broadcasts, and that the station had in broadcasts urged listeners to write to the Commission recommending that the station be given unlimited time.

"It appears in some cases," he said, "that small prizes were given or promised and time on the air donated as a reward for the writing of such letters."

KTM, operated by the Pickwick Broadcasting Corporation, was found by the examiner to be superior to KELW in both technical and program merit but it was brought out that the station had featured astrologers.

Glendale Gets Station

REVERSING Chief Examiner Yost, the Radio Commission Sept. 23 granted the application of the Cannon System, Ltd., for a new station at Glendale, Cal., to use 850 kc. with 100 watts for daytime operation. Simultaneously, the Commission renewed the license of KGIX, Las Vegas, Nev., but reduced its hours of operation from unlimited to specified, sustaining Mr. Yost.

Radio Course

NEW YORK University has added a course in radio speaking to its curriculum in recognition of radio's professional growth. Under the direction of Professor Wilke, the course covers composition and delivery of radio talks, standards of pronunciation, microphone technique and other points which make up the difference between radio and platform oratory.

Radio Boosts Piano

THE PIANO may stage a comeback, as did the phonograph, through the very medium that pushed it aside—radio — according to Capt. Taylor Branson, leader of the U. S. Marine Band. With the aid of NBC engineers, Capt. Branson recently achieved an almost perfect tonal balance between the piano, at which Helen Corbin Heinl was playing, and his band. Listeners reported that the piano stood out as clearly as though it were accompanying a symphony orchestra.

Two Standards Bureau Stations Are Completed

COMPLETION of the new Bureau of Standards "standard frequency" transmitting station at Beltsville, Md., and receiving station at Meadows, Md., both near Washington, is announced by the bureau coincident with an announcement of a change of schedule in the 5,000 kc. transmissions of WWV, effective Oct. 1. The transmissions, which may be used by broadcasting and other radio stations to calibrate their transmitters to exact frequency, will be given continuously from 10 a. m. to 12 noon and from 8 to 10 p. m., EST, every Tuesday hereafter.

The transmissions, the bureau states, can be heard and utilized by stations equipped for continuous-wave reception through the United States, although not with certainty in some places. The accuracy of frequency is at all times better than one cycle, or one part in 5,000,000. From 5000 kc. any frequency may be checked by the method of harmonics. Information on how to receive and utilize the signals is given in a pamphlet obtainable on request from the bureau.

The transmissions consist mainly of continuous unkeyed carrier frequency giving a continuous whistle in the phones when received with an oscillatory receiver. For the first five minutes the general call (CQ de WWV) is given with an announcement of the frequency. The frequency and call letters of WWV are given every 10 minutes thereafter. In announcing its Beltsville and Meadows stations, a bureau statement said that it was hoped some day to furnish this service 24 hours per day.

RCA Cases Slated

THE GOVERNMENT'S anti-trust suit against RCA and associated and affiliated companies will be tried before the Federal District Court at Wilmington, Del., Oct. 10, according to Warren Olney, Jr., special assistant to the Attorney General charged with the prosecution of the case. Most of the government's demands have been met by the RCA through agreement, but the case will be tried on the basic issues involving the government's charges of monopoly in manufacture and broadcasting.

Geddes Will Direct All RMA Activities

BOND GEDDES, for the last five years an official of the Radio Manufacturers Association, has been promoted to executive vice president and general manager as a part of a general reorganization.

The announcement, made by President Fred D. Williams following a meeting in Cleveland, Sept. 15, said that Mr. Geddes would have general direction of all RMA activities. Mr. Geddes has been endorsed at the White House to fill the vacancy on the Radio Commission, but it is understood that he is not an active candidate for the post and that his friends have been acting in his behalf without his knowledge.

At the same time the RMA reelected Frank D. Scott, Washington attorney, as legislative counsel, and Judge John W. Van Allen, of Buffalo, as general counsel.

YE OLD SHELL GAME

As Played By A Lithuanian Act With Gullible Broadcaster

DARN CLEVER, these Lithuanians!

Operators of an enterprising eastern local station will attest the fact. They have a story to tell with a real business moral for all broadcasters, but particularly those who present foreign language *sustaining* programs.

It developed this way, according to information reaching your correspondent. The station, ever seeking to build its audience, decided that an all-Lithuanian program would be a real service for the thousands of Lithuanians of the community. So it put on a regular *sustaining* feature, with a native band, native singers and even a native announcer. All announcements were in Lithuanian.

Time passed, and the program continued as a sustaining feature. One day an official of the station chanced to meet one of the city's leading Lithuanian business men, duly Americanized.

"You must be making a mint of money out of the Lithuanian Hour", he remarked.

"What do you mean?" asked the station official, puzzled.

"Why," retorted the Lithuanian, "the program is jammed full of commercial announcements between each number."

After the official came to, he instituted an investigation. He found that the Lithuanian master-of-ceremonies had sold spot announcements to many of the city's Lithuanian merchants, and to others. What happened to the money? Well, you guess.

The program, it is understood, is now a leading commercial feature, with a Lithuanian to check on all announcements.

MME. FRANCES ALDA, Metropolitan Opera singer, has opened studios in the Waldorf Astoria Hotel, New York, to coach singers for radio and to teach prospective concert and opera artists and beginners. Her students will broadcast weekly over NBC.

WTMJ Doubles Musical Staff; Has Acts on Road

DOUBLING of its musical staff to allow its features to make personal appearances without interrupting schedule is announced by WTMJ, Milwaukee. Bob Tamms, in charge of the WTMJ Artists Bureau, announces that three leading Milwaukee dance orchestras have been brought under contract—Joe Gumin, Bill Carlson and Bob Tamms—and are being carried by remote control from local restaurants and ballrooms. Other WTMJ acts are being booked for theaters and socials by Fred L. Good, former theater man who recently joined WTMJ.

Most popular of the WTMJ acts is "Heinie and His Grenadiers," which is also carried Monday nights over an NBC network. Another popular feature is "The Afternoon Show," a radio vaudeville. Bill Benz, accordionist formerly with B. A. Rolfe's orchestra and with Roxy, has been added to the WTMJ staff and is heard on the "Afternoon Show" as well as on a program of his own weekly.

Julanne Pelletier, pianist who recently left WTMJ to go to Kalamazoo, has rejoined the Milwaukee station. Emily Joyce Jellisen, formerly with WISN, Milwaukee, has been revealed as the WTMJ "Personality Girl." She does a piano and organ act, succeeding Elwyn Owen. With Owen's resignation, Roy L. Peterson became assistant musical director under William J. Benning. Everett Cobb, formerly of the commercial staff, is now announcing late evening dance programs.

Crosley, Sr., Passes

POWEL CROSLEY, Sr., father of the president of Crosley Radio Corp., operating WLW, Cincinnati, died in Christ Hospital, Cincinnati, Sept. 13 at the age of 82. A former lawyer, Mr. Crosley took an early interest in wireless and bought stock in the original Marconi company shortly after Marconi's successful effort to send signals across the Atlantic. His son, Powel, Jr., took an interest in radio as a boy, and later entered the business as a set manufacturer and broadcaster.

San Juan Station

GRANTING of the application of Roberto Mendez for a new station at San Juan, Porto Rico, to use 1370 kc. with 100 watts unlimited time, was recommended to the Radio Commission Sept. 23 by Chief Examiner Yost (Report No. 416). Mr. Yost found that the area needs additional service and that no objectionable interference would result.

Nine Years On Air

SIXTY radio headliners participated in the ninth anniversary program of the A. & P. Gypsies for an hour over an NBC-WEAF network Sept. 19, paying tribute to Harry Horlick and his orchestra. The Great Atlantic & Pacific Tea Co., sponsor, is one of the oldest advertisers on the air.

Annual Broadcasting Licenses Urged by Lafount for Stability

Issue is Placed Squarely Before Commission; Economy and Increased Efficiency Seen

A FORMAL proposal for the issuance of broadcasting licenses for one year instead of six months, as a means of stabilizing the industry and also in line with the administration's drive for economy in government operation, was laid before the Radio Commission Sept. 30 by Acting Chairman Lafount. In the same resolution he recommended extensions of the license periods for commercial stations from one to two years and for amateurs from one to three years.

Strongly endorsed by the NAB, the proposal immediately becomes the unfinished business of the Commission. Whether action will be taken prior to the return of Vice Chairman E. O. Sykes, now heading the American delegation to the International Radio Conference at Madrid, is problematical. But the matter will be debated and recommendations will be sought from both the legal and engineering divisions.

Aid to Efficiency

"IT IS my view," declared Commissioner Lafount, "that the time is at hand when we should give stability to broadcasting by issuing licenses for at least one year. It would make worthy stations less vulnerable to attack from others seeking their facilities and should mean more efficient regulation.

"Under the Radio Act of 1927 the Commission may issue broadcasting licenses for periods not to exceed three years. Last year the Commission made a stride in the right direction by prolonging broadcast licenses from 90 days to six months. I believe the next step is a one-year license.

"In addition to the salutary effect that the longer license would have upon the broadcasting industry, as well as upon other radio licensees, the action would bring about a commensurate reduction in the routine functions of the Commission staff. The time and help saved could be devoted to other Commission activities which necessarily have lagged because of the pressure of more important work, and it is not improbable that appreciable economies could be effected in compliance with the administration's demand for reduction in Federal expenditures all down the line."

No Bar to Revocations

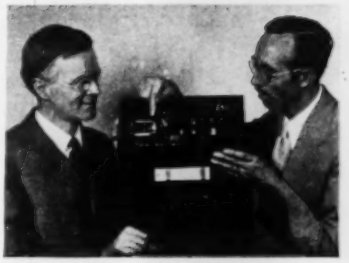
MR. LAFOUNT pointed out that the Commission would always have at hand the remedy of revocation and that the longer license would not "freeze" the broadcasting structure. Those stations which flagrantly transgress regulations, he said, could be cited for hearing and forced to file license renewal applications irrespective of the term of license.

In November, 1931, the NAB executive committee endorsed a proposal for three-year licenses, or the maximum allowed in the radio act. While the organization is still on record as favoring the full period, they naturally are in accord with the Lafount proposal. The executive committee, through Philip G. Loucks, managing director, said that many of the legal, legislative, economic and program difficulties of the industry could be traced to the short-term license and the consequent lack of stability.

Robinson's Division Plan

IN A SHEAF of legislative recommendations to Congress last December, the Commission recommended a strict one-year limitation on licenses as against the three-year provision in the law. Congress, however, never got around to its consideration.

Shortly before he retired from the Commission, Judge Ira E. Robinson, former chairman, made a plea for longer licenses. Without mentioning a specific period he said it might be well to award a reasonably long license to stations which have proved their worth in the public interest and a short license to those "about which we are not so sure in that particular."



Chimeless Chimes

MANUAL LABOR again bowed to machinery when an automatic electrical device on Sept. 18 replaced the familiar hand-struck chimes in the NBC New York studios.

The contrivance, invented by Capt. Richard H. Ranger, designer of the pipe-less organ and the bell-lass carillon, has been installed in the main control room of the NBC. He is here shown pointing out its features to O. B. Hanson, right, NBC director of plant operations. If the trial period proves its operation practical and its precise notes pleasing to the public, it will be adopted as permanent equipment at the New York studios and also installed in the main control rooms of NBC studios in other cities.

The purpose of the chimes, which previously have been rung by the announcer striking one of the small hand sets with which each studio is equipped, is to synchronize local station identification announcements, and to serve as a cue to engineers at relay points all over the country to switch various branches of the networks on or off.

Sustaining Fees Revised

(*Continued from page 11*)

the microphone, exclusive of talent program services, line charges and other non-microphone items. He suggested that stations could avoid conflict if they would bill their accounts in itemized statements in order that receipts for sale of time will be wholly separate both on the bills and on the station books.

In his statement to BROADCASTING, Mr. Mills had this to say about "net receipts":

" 'Net receipts' are defined by the license agreement in clear and understandable language. The term refers 'to the full amount charged by *and* actually paid to licensee for the use of its broadcasting facilities (sometimes known as 'time on the air'), *after* deducting commissions not exceeding fifteen per cent (15%) *if any*, paid to the advertising agent or agency (not employed or owned in whole or in part by licensee).'

Talent Not Involved

"CHARGES made for 'talent' are not charges for 'broadcasting facilities,' nor is there any thought of or intention upon our part to charge a percentage of the receipts of the station in respect to its sales of 'talent.' So far as we know the card rates of stations are not inclusive of 'talent.' In some instances of course, we know that stations furnish some station talent, or the use of phonograph records or electrical transcriptions without any charge additional to that for their 'facilities.' In such instances our percentage is upon the entire amount—when received. If a station should manipulate this particular situation by adopting a practice different from what had previously been its custom, in order to defraud us, we would take proper steps in the individual case.

"Line charges for remote control pick-ups for a local broadcast are definitely a part of the 'facilities' sold. Line charges for network broadcasts are definitely not a part of the local job. The fee is charged to the local station for the local job, upon its net receipts (as defined), and network line charges are no part of the local job from our standpoint. If a local station receives net $50 in respect of a network broadcast, it pays the percentage upon that amount. The station which originates the program pays the percentage upon what it receives for its local job—theoretically its card rate."

No Local Audits

MR. MILLS contended, in his statement, that "not one single station has protested to the Society against the right ASCAP reserves to audit accounts relating to net receipts." NAB, however, has received scores of complaints of this character, as a result of which Mr. Schuette raised the question and received assurances from the ASCAP general manager that local representatives would not be allowed to examine books.

Moreover Mr. Mills declared that in any event "it has never been and is not now contemplated that these audits will be made by the Society's local representatives. They will be made by travelling auditors, carefully chosen men of ample ability. Their work will be done with due regard to the convenience of the station, with complete courtesy and in entire confidence. Under no conceivable circumstances would we ever divulge the information disclosed as to the accounts of a station, and the quickest way in which one of these auditors could lose his job would be for him to be indiscreet enough to tell one broadcaster or anyone else anything he had learned during his examination of another broadcaster's books."

Reductions Explained

"FIRSTLY," said Mr. Mills in his clarifying statement, "as to stations having a power input of 500 watts and less, we have announced from the outset of the recently completed negotiations our intention to downwardly revise their sustaining fee. No representations need to be made to us, either by the NAB or the individual stations in order to secure these downward revisions. Generally speaking they will average a reduction of thirty-three and one third per cent from the present rate, and in some cases fifty per cent. This is an entirely voluntary action upon our part and is based upon our belief that the larger stations with the greater opportunities for substantial profits should in justice assume a larger portion of the cost than they have heretofore done. To the credit of the larger stations it should be said that they have unanimously endorsed this idea and have shown no disposition whatever to persuade the Society adversely to this decision.

"Secondly, as to stations of 1,000 watts and above, in some cases—not a great many—there will be some downward readjustments of the sustaining fees. These, also, are being made entirely voluntarily by the Society, not as a result of any pressure or representations by any organization or individual, but because the facts seem to merit such action. However, on the chance that there may be some fact or condition with which we are not familiar, and which should be given more consideration, we are very glad to have representations made to us in behalf of any station by either its owner, his representative, or any organization authorized to speak for him."

Takes Slap at NAB

A BACK-HAND slap at the NAB and at the negotiations being conducted by Mr. Schuette was taken by Mr. Mills in the succeeding paragraph. He said:

"No existing organization represents even a majority of the broadcasters, and none has as yet been authorized so far as we are informed to definitely deal for all of or any of the broadcasters to the extent of committing them. There has been much talk of 'plenary powers' and all that sort of thing, but a singular lack of definite authority conferred in any organization or individual. As and when either an organization or an individual is definitely authorized to commit the station in whose behalf it or he is dealing we shall be glad to negotiate as to that station or group of stations."

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

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A Welcome Step

"IT'S A WELCOME step in radio's emergence from advertising adolescence." In sum, this pertinent comment by Ben McCanna, radio director of a leading agency, just about expresses the general feeling among agencies handling radio accounts toward the decision of the networks last month to permit a limited amount of non-comparative price-quoting in their sponsored periods.

Hardly a dissenting note from the public has been heard, not even from the arch-critics of radio. This should be gratifying alike to the advertisers, the agencies and the station managers. Nor has anyone objected to the restrictions placed around these price announcements by the networks, which retained the right to reject what they regard as objectionable use of the privilege. The limitations are simple and fair: in a word, only a certain number of price mentions per period and no competitive price-quoting.

We believe, with many of the agency executives who replied to our telegraphic inquiry, that this new policy on the part of the networks will attract hitherto recalcitrant advisers, still dubious about radio, to our medium. We believe that the quality of network programs will in no wise be impaired by deftly handled price quotations, which really are an integral part of any sales offering. Before long, the advertisers will have developed a technique of price mention that will fall in with the fast-developing tendency toward making all commercial announcements as interesting as the program itself.

Had the networks not announced their new policy about prices, it is unlikely that any but the advertisers and their agencies would have noticed the difference. Those advertisers, who are the fiscal support of the finest radio system in the world, have every right to expect a fair return from their radio expenditures. Most of them have been getting that return, else they would not have stayed on the air this long. But here is a chance they have fairly earned to put the final—and necessary—touch to their radio sales appeals to stimulate the movement of goods. We have enough faith in the agencies and the networks to feel confident that the abuses Acting Chairman Lafount warns against will be avoided, in the interests of radio as a whole.

One Year Licenses

BROADCASTERS will fall solidly behind the proposal of Acting Chairman Lafount that the Radio Commission issue station licenses for one-year terms instead of six months. While it is our view that the full three-year period allowed in the law should be exercised, even the doubling of the existing term will add stability to an industry now subjected to more governmental regulation than any other private enterprise.

The short-term license has been the root of most of the evils in radio regulation. Stations have existed virtually on a month-to-month basis, many of them in mortal fear of what the Commission would do with their renewal applications. They have been vulnerable to attack from all sides and forced to waste time and money to defend their franchises at hearings which almost invariably have proved futile for applicant.

As far back as 1927, Congress saw fit to authorize the issuance of licenses for three years after a preliminary reorganization stage. It was only last year, however, that the Commission extended license periods from 90 days to six months. The benefits that have resulted are known to every broadcaster. With a one-year license there will be further stabilization. But the three-year license we believe, is needed to give broadcasters an opportunity to settle down and work out their own problems with reasonable assurance of protection. They then can quit worrying about what is happening down in Washington on their license renewal every few months.

Mills Maneuvers

WHAT'S the game of E. Claude Mills and ASCAP? We were naturally suspicious after Mills had driven his bargain for the new copyright scale upon threat of infringement suits. With the agreement, however, we had supposed that he would be satisfied to deal with the situation above-board. Maybe he is, but there certainly are indications of efforts on his part, not only to play little broadcasters against the NAB, but also to play the newspaper-owned stations against all others and the NAB.

We don't like to accuse him of trying to woo the newspaper-owned stations—18 of them—by offering to curtail or even eliminate their sustaining fees under the new copyright scale. Yet that is one interpretation that is being placed on his latest gesture—that of offering a more "favorable contract" for newspaper-owned stations "in view of admitted newspaper contribution to music exploitation."

On another page is a news story of the copyright situation which relates that, at Mills' suggestion, a letter has been sent to the 18 newspaper stations on the matter of adjusting their sustaining fees. It has the earmarks of a deliberate attempt to split the industry. On the other hand, it may be that newspaper stations are entitled to preferential treatment, although we can't see it now. A station is a station, whether owned by a newspaper or a department store. But, we admit, a newspaper-station can do a double-barrelled job of moulding public opinion, and it would be nice, from Mr. Mills' point of view, to cultivate their friendship.

We can't conceive of newspapers countenancing a proposition designed to induce them to support Mills either against other broadcasters or against other entertainment enterprises using copyrighted music. Of course, the movies, hotels, dancehalls, barbershops, etc. are next in line, after broadcasting for upward revision of their royalty payments.

But Mills is operating on other fronts in the radio situation. Without discussing the whys or wherefores of the new scale, it seems apparent that he is trying to prevent any unity of action by broadcasters through the NAB. He recognizes that a strong trade association eventually may gain as much legal strength as his own organization which lives under laws that never contemplated broadcasting. The NAB is growing stronger almost daily. It gave the first demonstration of power at the last session of Congress on copyright legislation. Playing ostrich, however, Mr. Mills, buries his head in the sand, and says, in a statement to BROADCASTING:

"No existing organization represents even a majority of the broadcasters and none has as yet been authorized so far as we are informed to definitely deal for all of or any of the broadcasters to the extent of committing them. There has been much talk of 'plenary powers' and all that sort of thing, but a singular lack of definite authority conferred in any organization or individual."

There are numerous other little slap-backs and innuendos that have come to our attention which tend to prove that Mills would like to destroy the NAB. Like the legend about the bundle of sticks, he knows he can break them individually. Tied together, it can't be done.

The RADIO BOOK SHELF

A PROFUSELY illustrated and well-bound handbook, detailing essential facts about the Yankee Network and its 11 stations and well indexed for reference, has just been issued by the Shepard Broadcasting Service. The handsome 47-page book, opening with an animated map of New England showing pictorially the products of each section, is divided into five parts: I, Market; II, Coverage; III, Listeners; IV, Results; and V, Service. Maps of the service areas of each member station are carried, showing population, radios, listeners, income tax returns, savings deposits, telephones, automobiles, retail stores, retail sales and wired homes. The data, comprehensive in every detail, was compiled with the cooperation of the U. S. Department of Commerce, the New England Council, District 1, of the Federal Reserve, Prof. Robert Elder of M. I. T., and John J. Karol, market research director of CBS. It is a book that should be in the files of every agency contemplating the New England market.

"TALKS PROGRAMS," as the British Broadcasting Corp. calls its lectures and regular commentaries of the William Hard-Frederic Wile and educational types, are fully outlined in periodical booklets issued in London. The latest, a 64-page booklet, covers "talks" from September through December, and announces that the BBC news bulletin service will be supplemented this autumn and winter by foreign news comments brought to BBC listeners via a "wandering microphone" carried by Vernon Bartlett on a tour of Europe. He will speak fortnightly from various European capitals.

We Pay Our Respects to—

DAVID SARNOFF

THIS SKETCH might well be titled "From Immigrant Boy to President" or "The Rise of David Sarnoff." For Horatio Alger, in his most extravagant fancy, could not have conceived a personality whose advance in industry has been more meteoric and kaleidoscopic than that of David Sarnoff, president of Radio Corporation of America and head of its numerous subsidiaries in the realms of communications and electrical entertainment.

Although not yet 42, David Sarnoff is just embarking on his second quarter century in radio. On Sept. 30 he observed the 26th anniversary of the day he entered the employ of Marconi Wireless Telegraph Co. of America, forerunner of the RCA, as an office boy. David Sarnoff's biography is a history of radio itself, for his career has been contemporary with the vast expansion of radio communication throughout the world and with the establishment of radio as a medium of popular education and entertainment.

Mr. Sarnoff's career typifies American opportunity. Born in Uzlian, Minsk, Russia, Feb. 27, 1891, he was brought to America at the turn of the century by his parents, the eldest of five children. When he was still in his teens, his father passed on and the burden of family support rested upon the boy's shoulders. In turn he was delivery boy, news boy and messenger boy.

Then came the job that proved the inspiration of his career—one that provided opportunity, adventure and romance, and became the stepping stone to his rise as captain of the magical infant of industries. He obtained the job as office boy with the Marconi company when 15 years old. As a messenger, he had studied Morse telegraphy, so that within a year he became a junior telegraph operator. There his march to progress began—first from wireless operator to station manager.

After varied experiences, including a seal-fishing expedition to the Arctic as wireless operator, he became commercial manager, which post he retained when the Marconi Company was absorbed by RCA in 1919. In 1921 he became RCA's general manager; in 1922, vice president and general manager; in 1929, executive vice president and in 1930, president.

Perhaps the most thrilling experience of David Sarnoff's career came in 1912. He was the operator of the newly equipped radio station in Wanamaker's New York store on the night of April 14 when his instrument flashed out the startling news that the Titanic had struck an iceberg in mid-Atlantic and was sinking fast. In those days of undeveloped radio it took a good operator to get rush messages accurately. It would have been hard to find a better one than David Sarnoff. For 72 hours he sat at his post, going home only after he had caught from the air the name of the last survivor.

A little-known incident of David Sarnoff's career has to do directly with broadcasting. According to his associates, five years before KDKA broadcast the first "scheduled" program in 1920, an event which proved to mark the birth of the industry, Mr. Sarnoff, then a department head for Marconi, submitted a suggestion to his chiefs which outlined every one of the basic principles of broadcasting as it is today. He called it a "radio music box" and pointed out that transmission could be arranged on different wave lengths and changed from one wave to another by pressing a button or throwing a switch. He said, too, it could have amplifying tubes and a loud speaker telephone receiver. His company did nothing about it, however, being interested only in sending wireless messages to ships and across the oceans.

Coordinating and directing of activities in every field of radio development, and exercising general supervision over engineering, research, manufacturing and sales policies of RCA and its operating companies, Mr. Sarnoff as president of RCA has multifarious duties that make him more than a mere desk executive. He is pres-

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PERSONAL NOTES

EDWARD KLAUBER, first vice president of CBS, who was confined to his bed last month following a heart attack, sailed Sept. 24 from New York on the S. S. Saturnia for a 6-week Mediterranean cruise.

LEW FROST, production manager of the NBC San Francisco division, has been appointed program manager, succeeding Thomas H. Hutchinson, who resigned, effective Oct. 1, in order to return to acting and producing. Mr. Hutchinson is doing the lead in the Pacific version of the "Wheatenaville Sketches."

EDGAR P. SHUTZ, for the last 16 years automobile editor of the ST. LOUIS TIMES, has joined WIL, St. Louis, as production manager.

WERNER P. MEYER, associated with the copy department of N. W. Ayer & Son, Philadelphia, for the last three and a half years, has joined the continuity staff of WLW, Cincinnati. He was formerly an associate editor of FARM JOURNAL.

DRURY LANE, program assistant and tenor at KNX, Hollywood, has been appointed assistant manager of the station.

HARRY ANDERSON, sales manager of the NBC Pacific division, has announced the appointment of Henry C. Maas as sales traffic manager and the addition of P. K. Leberman as salesman. Mr. Maas was formerly with the Southern Pacific Railroad, while Mr. Leberman owned KRSC, Seattle, before joining NBC.

MADONNA TODD, continuity editor of NBC, San Francisco, will leave that network Oct. 15, resigning to accompany her husband, Al Bartlett, to San Diego, where he will join the SAN DIEGO SUN as managing editor. No successor to succeed Miss Todd has been named.

C. F. DIRLAM, commercial manager of KFYR, Bismarck, N. D., attended the American Legion convention in Portland in September.

FRANK GALVIN, once with KJBS and KFRC, San Francisco, has joined KTAB, Oakland, as an assistant producer.

EMERSON L. KELLER has been added to the staff of KGER, Long Beach, Cal., as manager-announcer for the Los Angeles studio in the Bendix Bldg. A newcomer to radio, his home town is El Centro, Cal.

J. LESLIE FOX, commercial manager, and Harry L. Stone, director, of WSM, Nashville, were in Chicago in mid-September to sign new acts for the station. George D. Hay, WSM director, announces that "Lasses" White, of Dallas, and his Dixie Minstrels will join the staff Oct. 1, and that Francis Craig and his orchestra will return to WSM about the same time.

D. W. STEVICK has resigned as manager of KCMC, Texarkana, Ark., and is succeeded by Harry Humphrey, formerly managing editor of the TEXARKANA GAZETTE, who now becomes publisher of that newspaper also.

HARRY JAMES, formerly studio manager of KELW, Burbank, Cal., and later radio entertainment director for Majestic in California, has become head of radio publicity for Legion Ascot Speedway (auto races) Los Angeles. He will direct programs over KFWB, KFAC, KFVD and other stations.

DOROTHY GARDINER, publicity agent for WBBM, Chicago, underwent an operation for the removal of a tumor in her hand last month.

BORN, to Mr. and Mrs. Martin Codel (Editor of BROADCASTING) an 8-pound girl, Sureva, on Sept. 22.

BEHIND THE MICROPHONE

MYRON J. BENNETT, former chief announcer at KFYR, Bismarck, has joined KTAT, Fort Worth, in a similar capacity.

JEAN (JACK) PLUMELET, recently announcer at KMED, Medford, Ore., has joined KTAB, San Francisco, for a week-day program on which he is known as "Jack Dudley." It is a shopping news type of broadcast.

MONA CONTENT, pianist at KHJ, Los Angeles, was married recently to William Mentzer, staff baritone. Mrs. Mentzer is a sister of Van C. Newkirk, traffic manager of KHJ.

VANCE GRAHAM, announcer at KOA, Denver, on Sept. 9 was injured in an automobile accident when he was riding with his father and mother.

JEAN CAMPBELL CROWE has been placed in charge of program traffic at NBC in San Francisco. Merton Bories takes Mrs. Crowe's former position in charge of auditions.

PETER GRANT, who obtained a law degree and was admitted to the Missouri bar before he decided he would rather have a radio career, has joined the announcing staff of WLW, Cincinnati.

THE POPULAR "Buckle Busters," a hill billy feature, headed by Gene Autry, have returned to WJJD, Chicago.

JIMMY BITTICK, formerly heard over KHJ, Los Angeles, with his Town House orchestra, has been appointed music director of KMTR, Hollywood.

FRANCISCO DEL CAMPO, a native of Chile, is the latest addition to the staff of KHJ, Los Angeles. He is a tenor. Charles Fleischmann, grandson of the founder of the noted yeast concern, has also joined the staff as a baritone soloist.

MEL ROACH, chief announcer at KGER, Long Beach, Cal., for the last year, has been appointd program director.

FLORENCE GOLDEN, who has appeared in a number of legitimate stage successes on Broadway, has returned to her home city, Cincinnati, to begin a radio career on WLW. She now has the feminine lead in WLW's new mystery series, "Tales of Terror."

GINO SEVERI, onetime concert master at KFWB, Hollywood, Cal., has joined KHJ, Los Angeles, as conductor.

GARY BRECKNER, well known as a football announcer in the west several years ago, will come back this season as grid announcer for KHJ, Los Angeles.

TOM MITCHELL, the Rembrandt Trio, Eva Garcia, Mrs. Luther Burbank and Wendell Berneheim have left NBC, San Francisco. Refa Miller, soprano, also has quit, going to KFRC, San Francisco, The Happy Go Lucky Hour. Mary Wood succeeded her as soloist on the "Spotlight Revue."

A SON, Richmond, was born recently in San Francisco to the wife of Dr. Laurance L. Cross, pilot of NBC's "Crosscuts of the Log" program.

ED LAUX, who came to WAAM, Newark, as an announcer from KVOO, Tulsa, and KRLD, Dallas, is a brother of France Laux, the noted sports announcer of KMOX, St. Louis.

MARY MOULD, beauty expert, a feature of WBBM, Chicago, for the last four years, has returned to the station from a tour of European cities in which she gathered material for her radio series.

XUM

IN THE CONTROL ROOM

LESLIE BOWMAN, former assistant director of CBS field operations in New York, has been appointed chief engineer of WJSV, Alexandria, Va., the newly rebuilt CBS station opposite Washington, scheduled to go on the air Oct. 20. For the last few weeks he has been supervising the installation of the old WCAU transmitter, assisted by William Kriz, WJSV chief engineer under its former management, who will continue as transmitter engineer; Robert Meisenheimer, formerly with WABC, and Bruce Geddes, son of Bond P. Geddes, executive vice president of the RMA. Young Geddes is a graduate engineer who formerly was with the Atwater Kent Co.

AARON SHELTON, of the control room of WSM, Nashville, on Sept. 19 married Dorothy Brothers. The couple left immediately for a wedding trip in the Great Smoky National Park.

BERT GREGG, transmitter engineer of WLW, Cincinnati, was secretly married to Miss Helen Louise Barmann, of Lebanon, O., Aug. 10.

RAY HOWELL, formerly chief operator at KMPC, Beverly Hills, Cal., and lately with KNX, Hollywood, has gone with KTAB, San Francisco.

FIFTY ENGINEERS of the British Institute of Mechanical Engineering visited the New York NBC studios recently. They came from all parts of the British Empire.

LAWRENCE McDOWELL, chief technician of KFOX, Long Beach, Cal., for the last eight years, has been appointed assistant manager. He will continue to direct technical activities.

J. H. DeWITT is now chief engineer of WSM, Nashville, Tenn.

Radio Engineers Name Capt. Hooper and Hull

CAPT. S. C. HOOPER, director of Naval Communications, Washington, and Lewis M. Hull, vice president of Radio Frequency Laboratories, Boonton, N. J., have been nominated for the presidency of the Institute of Radio Engineers, which will be decided with the counting of the mailed ballots Oct. 24. Valdemar Poulson, of Denmark, and Jonathan Zenneck, of Germany, have been nominated for the vice presidency, which annually goes to a distinguished foreign radio scientists.

The following have been nominated for the board of directors (five to be elected, the three getting the highest vote to serve for three years, the next for two years and the next for one year): M. C. Batsel, chief engineer, RCA Photophone, Inc.; W. G. H. Finch, secretary and chief engineer, American Radio News Corp.; R. A. Heising, engineer, Bell Laboratories; W. E. Holland, chief engineer, Philadelphia Storage Battery Co.; C. W. Horn, general engineer, NBC; F. A. Kolster, research engineer, International Communications, Inc.; Haradan Pratt, vice president and chief engineer, Mackay Radio & Telegraph Co.; E. R. Shute, traffic superintendent, Western Union; H. M. Turner, associate professor of electrical engineering, Yale, and H. A. Wheeler, engineer, Hazeltine Corps.

JEAN PAUL KING, NBC Chicago announcer, is nearing completion of a novel having to do with life of radio entertainers.

Agencies Favor Price Quoting

(Continued from page 6)

deny him this information is to leave a story half-told.

"Price quoting over the air may be subject to abuse, in the same degree as any other part of radio sales copy. I think judicious mention of price will merit listeners' approval. All things in the narrow margins of good taste.

"The growth of radio advertising despite the interdiction of price mention is another material witness to the sales potency of this medium. Removing this handicap should increase advertiser acceptance of radio."

Boon to Local Accounts

M. A. HOLLINSHED, director of the radio department of Campbell-Ewald Co., Detroit, doubts "whether the lack of price quotation in chain radio has kept new large advertisers off the air," but adds that he believes "this new move to permit price quotation will very likely help many local advertisers to decide to use radio." He continues:

"From the standpoint of the over-all picture, certainly price-quoting has its place in radio as well as in any other medium. The fact that radio goes into the home under the guise of entertainment doesn't affect the situation. The sponsored program uses advertising to stir up interest in goods. Part of the news about the product is, or should be, the price. If the selling message performs its function and stirs up interest, the prospect's immediate reaction is "What is the price?"

"Of course there will be abuses, as in all things, but Columbia has obviously anticipated this in limiting the number of price quotations in a given broadcast and holding down the amount of time devoted to the commercial. Many ingenious methods of getting over prices without actually quoting them have been resorted to by air advertisers and this roundabout method, by requiring time to make its point, has often attracted undue attention to price.

"Under this new policy price will take its regular place in the commercial announcement and certainly will cause no furore among radio listeners. American sensibilities will receive no shock at the mention of price on the radio. Price has its rightful place there just as surely and as appropriately as it does in a four-color magazine advertisement of the greatest dignity and beauty."

Called Practical Move

H. H. KYNETT, of the Aitkin-Kynett Co., Philadelphia, believes the decision of the networks "should stimulate materially the closing of radio contracts." He adds:

"The decision of the networks to permit price announcements under proper censorship should stimulate materially the closing of radio contracts. It is a sane, practical move to meet the advertiser's present need when price is such an important consideration of the buyer. It will eliminate the wordy and oftentimes ridiculous statements that heretofore have been made to carry a price inference to the listener. It may serve to shorten the average commercial credit. It only requires strict application of the ruling, limiting one direct price mention in every fifteen minutes of broadcasting, to avoid any offense to the listener. My own belief is that the ruling will improve both the quality and effectiveness of the commercial credit."

Ben McCanna, director of radio for Roche, Williams & Cunnyngham, Inc., Chicago, called the price decision "logical and sensible."

"A product's price or price bracket," said Mr. McCanna, "is frequently news of real interest. Description may succeed in whetting listener interest—price follows through. Withholding of prices in network broadcasts has proved a negative benefit. If listeners enjoy a program sufficiently to stay put for its sales message, why not answer the natural question: 'How much?' This price decision should make for more compact, yet no less effective, commercial announcements. It's a welcome step in radio's emergence from advertising adolescence."

Price Held Essential

ROY J. McKEE, of McKee & Albright, Philadelphia, believes radio has been considerably enhanced as an advertising medium and that its use should be increased as a

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..BUSINESS IS BETTER IN KANSAS

"YEP!—business is better in Kansas. Charley Curtis' famous "dry" speech in Topeka t'other day seems to have kicked up some excitement for the home-folks. Made 'em feel better—they got something to argue about now, and musta forgotten the "economical inclemency" as the Chamber of Commerce calls it. Anyhow, Main Street is full and folks are really buying.

Hotels are busy, too—busier'n they been for a year. Better check into that. Some of your beloved competitors may be sneakin' into this promised land of early recovery ahead of you. Hogs are up'n so's cattle. Banks are loanin' money and things are really goin' again."

KFH • WICHITA

Reflecting this improved condition the past ten days has brought to KFH six large local contracts—a sure barometer of local conditions. Also two new chain and four new transcription accounts from shrewd advertisers who recognize the importance of KFH and the large Kansas market which it serves.

CHICAGO REPRESENTATIVE
WILLIAM G. RAMBEAU
360 NORTH MICHIGAN AVE.

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION
KMBC
A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

KMBC of KANSAS CITY

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

October 1, 1932 CHICAGO, ILLINOIS Vol. I. No. 1

WMAQ'S PLACE ON THE DIAL

A PIONEER IN CHICAGO
A LEADER IN THE NATION
SERVES A GREAT MARKET

If all advertisers knew, as well as we of WMAQ, the standing and position of this station, there would not be enough hours in the day to accomodate them. WMAQ has brought, bit by bit, its story to the readers of BROADCASTING. The combination of a good program and sound merchandising have produced most gratifying results for WMAQ advertisers.

* * *

The station, one of the pioneers in Chicago, is now in its eleventh year. Ever since the original allocation of frequencies was made designating broadcast channels ten kilocycles apart, WMAQ has occupied the same frequency. Thus, for nine and one-half years WMAQ has had a permanent location upon the dials—a point of vantage which is not enjoyed by any other Chicago station.

* * *

WMAQ has been consistently one of the nation's leading stations. It is the originator of Amos 'n' Andy, which has been the most popular program in every national survey. Using WMAQ as the sole means of advertising, Carson Pirie Scott & Company (wholesale) sold one million pairs of hose in three months time—a sales story so phenomenal that it was given conspicuous mention in the magazine FORTUNE.

* * *

WMAQ serves a market second only to the New York market. An exhaustive analysis of mail received during a period of three years, shows that the primary market served by WMAQ includes a population of 10,810,770 people, of whom 6,248,147 are radio listeners. In the metropolitan market (within a fifty mile radius of WMAQ's transmitter) there is a total population of 4,927,307, of whom 3,157,513 are radio listeners. This vast audience represents a tremendous buying power. The sales message of an advertiser supported by good programs can reach a great percentage of the radio audience in WMAQ's primary market.

* * *

WMAQ is Chicago's preferred medium, because it sets and observes the highest standards in broadcasting—because it considers its first duty as service to the public—because it is equipped to produce programs of a superior type with popular appeal.

WMAQ MAN SELECTED FOR WORLD SERIES

"HAL" TOTTEN WILL GIVE A PLAY-BY-PLAY REPORT FROM PARKS

Hal Totten, who has been broadcasting sports for Station WMAQ since 1922, has been selected to assist in the presentation of the World Series games for the National Broadcasting Company. Graham McNamee, one of the best known "mike" men in the world, opens the broadcast with a vivid description of the scene as a whole, telling of the crowds and the incidents relative to the Series. The play-by-play description is given by Hal Totten and Tom Manning, baseball announcer of WTAM, Cleveland, Ohio. When Totten is giving the play-by-play report, Manning is acting as his observer and while Manning is at the "mike," Totten is resting his vocal cords and observing for Manning.

Second Series for Hal

This will be the second World Series that Hal has broadcast—the first of which was the Series of 1929, when the Cubs met the Athletics in the world championship contest. That broadcast, however, was for WMAQ alone, while this year Hal's play-by-play descriptions will be fed to the entire NBC network.

Hal has been broadcasting baseball direct from the park ever since 1925, which makes the 1932 season his eighth of baseball reporting. Each spring Totten has visited the training camps in order to get better acquainted with the rookies and the regulars of each team.

General Foods Sponsor

The broadcast of the 1932 games was sponsored over WMAQ by General Foods for their cereals division. The new product—Grape Nuts Flakes—was especially featured and so gratifying was the acceptance of Chicago radio listeners of this new cereal that the General Foods Corporation in appreciation arranged for Totten to accompany the Cubs on their last eastern invasion, when the pennant fight was at its greatest heat. Hal broadcast the play-by-play account of the games direct from the parks in Cincinnati, Boston, Brooklyn, New York and Philadelphia by special lines to WMAQ.

Chicago Full of Fans

There is no city in America that was more interested in the progress being made by their ball club than was Chicago. Everywhere throughout the city and in a territory two hundred and fifty miles from Chicago loud speakers were pouring forth Hal Totten's description of the games. Hundreds of letters came to WMAQ expressing the hope of fans that they would hear their favorite announcer handling the World Series.

WMAQ is proud of the choice made in selecting Totten as one of the experts to report the baseball games direct from the Yankee Stadium and Wrigley Field for the National Broadcasting Company.

Rail President Finds Fellow Alumnus On WMAQ Staff

One of the alumni of Purdue University, who has achieved conspicuous success as a captain of industry, is L. A. Downs, President of the Illinois Central Railroad. Mr. Downs is a radio fan, as is revealed in the following letter, which he addressed to Dan Sigworth of the famous team "Dan and Sylvia," whose broadcasts five nights each week are sponsored by the P. Beiersdorf Company, makers of Nivea Creme.

President Down's letter to Dan is as follows:

"There is one thing my family and I particularly enjoy every evening, and that is listening to Dan and Sylvia. We have listened to you for years. And much to my surprise I learned from the new directory of Purdue Alumni in Chicago that you are a Purdue man.

"I am taking this opportunity to greet you as a brother alumnus and to tell you that your work on the radio is appreciated. I hope sometime to have the pleasure of meeting you."

Radio Advertised Bank Pays Big Dividends

The Northern Trust Company of Illinois, one of Chicago's leading banks, has been a steady and consistent user of broadcast advertising over WMAQ ever since March, 1931. No better indication of the strength of the bank and the value of broadcast advertising can be found than in the fact that on October 1 the regular quarterly dividend of $4.50 per share on capital stock will be paid, maintaining a dividend rate of $18.00 annually. Banks, too, can profit in the use of radio advertising.

KRESGE'S "VARIETIES" PROGRAM TO WMAQ

The S. S. Kresge Company, whose twenty-five cent to a dollar stores dot the nation, has launched an extensive radio program using electrical transcriptions. The Kresge Company and their agency, N. W. Ayer & Sons, selected WMAQ as the station to serve the great metropolitan market of the middle-west.

The program, known as "Kresge Varieties," features Billy Hillpot and Scrappy Lambert who render several of their peppy songs. Perry Charles and Sonia Sturgis comedians in the sketch are real laugh makers. All of this fitted in with fast moving music by the Kresge orchestra, makes the program one of the brightest spots in the daytime schedule of WMAQ. The program is broadcast at 9:00 o'clock each Friday morning.

NEW PROGRAM DRAWS BIG MAIL RESPONSE

A new program called "Today's Children," built around the foibles, fancies and the real fundamental soundness of modern youth, was broadcast for the first time on June 20, 1932. The program was put on the air five times a week at 10:45 A. M.

After the program had been on the air for six weeks, a test was made to determine the popularity of the show. It was announced that a picture of the cast would be sent to radio listeners who wrote requesting it. Five such announcements were made during the week of August 1. Within seven days a total of 10,609 letters were received, asking for the picture. The letters came from every part of WMAQ's major market.

STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: **A. & P., Kremola Face Cream, Princess Pat Cosmetics, Wheatena, Blue Ribbon Malt, Best Foods, G. Washington Coffee, Canada Dry Ginger Ale, Listerine, Pepsodent, Nivea Creme, Household Finance Co., Texaco Gasoline, General Foods (baseball), Chase and Sanborn, Barbasol, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Co., Kresge Stores, Cliquot Club Ginger Ale, Armour & Co., Northern Trust Company, Fleischmann's Yeast, Nahigian Brothers (Oriental Rugs), Hinckley & Schmitt (Corinnis Spring Water).**

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBBM, Chicago, reports the following new accounts and renewals: The People's Church, renewed for third year, account placed direct; Lakeside Packing Co., Manitowoc, Wis., organ music, 13-week renewal through Klau, Van Pieterson, Dunlap Associates; Rumford Chemical Co. (baking powder) begins transcriptions Oct. 17 for six months, through Scott Howe Bowen; Tasty Yeast Co., Chicago, dialect sketches, handled direct; Felz Motor Sales, Inc., Chicago, daily transcriptions, handled direct; Bristol-Myers, Inc., New York, (beauty products), Frances Ingram each Friday for 14 weeks, World Broadcasting System; Prima Special Brew, Chicago, has signed for 1933 baseball series; Phoenix Hosiery Co., Milwaukee, 15 minutes Fridays, J. Walter Thompson, Chicago; Oscar Mayer, Chicago, (packer) sponsors harmony duo, beginning Oct. 17, for year, handled by C. Wendel Muench & Co.; Wieboldt's department store, Chicago, morning musical program each week day for 13 weeks, handled direct.

THE JIMMY BAXTER Club, composed of children listeners to the program of the same name, sponsored by the Rotter Baking Co., Milwaukee, over WTMJ, Milwaukee, now numbers 35,000. A baseball party and a huge picnic have helped swell the membership.

NEW AND RENEWAL accounts on WGN, Chicago: Mandel Brothers, Chicago, (department store), bridge talks thrice weekly for year, account handled direct; Horlick's Malted Milk, Chicago, travel talks by Bob Becker Mondays, through Lord & Thomas, Chicago; Maryland Pharmaceutical Co., Baltimore, time signals for 13 weeks, through Katz Company, Baltimore; St. John's Military Academy, Delafield, Wis., expanded program to 14 weeks, through Stack-Goble agency; Battle Creek Food Products, Battle Creek, Mich., renewed "Painted Dreams" for year, six nights a week, through Critchfield & Co.

FOR FIVE consecutive weeks the downtown Buick-Pontiac dealer of Portland, Ore., drew crowds of 1,400 or more on Tuesday nights to a show featuring talent of KGW, Portland. First half of hour show was broadcast.

A DRIVE for new student enrollments began Sept. 19 over KROW, Oakland, Cal., when Professor W. E. Gibson, President of the Polytechnic College of Engineering at Oakland, addressed the radio audience through the facilities of Frank Wright and Associates, Oakland. An inspirational message was broadcast to prospective engineers who are requested to respond, asking for a Vocational Guidance Questionnaire issued by the College in an attempt to determine the potential possibilities of young men desiring a vocational training. Account goes on the air thrice weekly.

PETER PAN broadcasts sponsored by J. B. Inderriedon, Chicago, (canned goods) have been renewed for 39 weeks, beginning Sept. 19, 15 minutes daily, over WIBO, Chicago, account handled by Harry Sehl Advertising Co., Chicago. Station accounts also include: Bost, Inc., New York, (tooth paste) veteran feature, "The Old Music Box," half hour six nights a week for year, starting Sept. 12, account handled direct; United Rug and Carpet Cleaning Co., Chicago, transcription program, "Persian Garden," thrice weekly for an indefinite period, account handled direct.

WFAA, Dallas, reports the following national accounts: Walker's Austex Chile Co., Austin, Tex. (chile products), through Wilson Crook, Dallas; E. Fougera & Co., New York (Vapex), through N. W. Ayer & Son, Chicago; Adlets Showcase & Fixture Mfg. Co., Dallas (Philco contest), through B. G. Powell, Dallas; Rumford Chemical Works, Rumford, R. I. (baking powder), through Atherton & Currier, Inc., and Scott Howe Bowen, Inc., New York; Ass'n of American Soap and Glycerine Producers (glycerine, weather reports), through Newell-Emmett Co. and Scott Howe Bowen, Inc., New York; Arzen Laboratories, Clinton, Ia. (Arzen), through Coolidge Advertising Co., Des Moines, and McElhiney & Associates, St. Louis; Morton Salt Co., Chicago, through Wade Advertising Agency, Chicago, and Scott Howe Bowen, Inc., New York; Raladam Co., Detroit (Marmola), through A. T. Sears & Son, Chicago; Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), through C. C. Lindley, Fort Worth, Tex.

WHAM, Rochester, reports the following accounts: "Penrod and Sam" transcriptions for Phillips Dental Magnesia, five times weekly for 26 weeks; Allen Meaney's "Musical Druggist," three nights weekly in test for Bristol-Myers Co. (Vitalis); "Chandu the Magician" transcriptions for Beech-Nut Packing Co.; "Sportcaster" for Kendall Oil; "Road Reporter" daily spots for Shell Eastern Petroleum, and "Boosters Club" for Independent Grocers Alliance.

S. S. KRESGE Co., Detroit, (stores) has contracted for Friday morning 30-minute periods for its "Friday Varieties" transcriptions, produced by RCA Victor Co., over WENR and WMAQ, Chicago, to run 13 weeks from Sept. 16. Same sponsor has taken similar time on WNAC, Boston. N. W. Ayer & Son, New York, handles the account.

CHR. HANSEN'S LABORATORY, Inc., Little Falls, N. Y. (Junket dessert) on Nov. 15 will start a 20-week contract with WABC, New York, program to be determined, Tuesday and Thursday, 5:45-6 p.m. Mitchell-Faust-Dickson and Wieland, Chicago, handles the account.

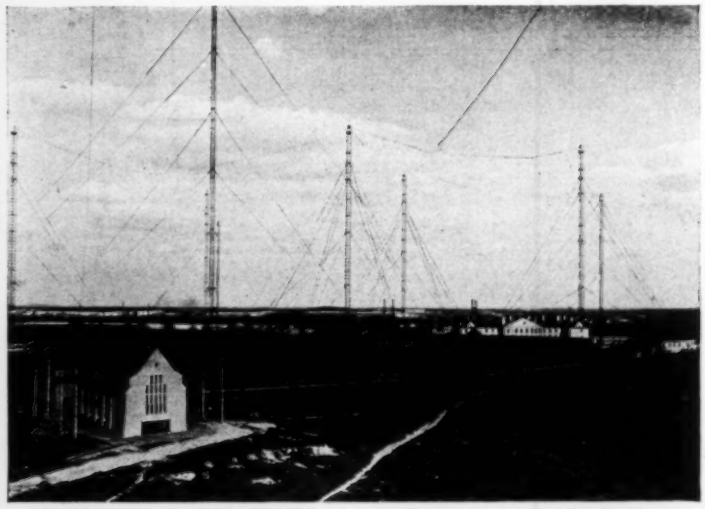
WEEI, Boston, reports the following new accounts: International Oil Heating Co., St. Louis, 15-minute "Cape Cod" skit, thrice weekly, through Lloyd & Hill, St. Louis; Runkel Bros., New York (chocolate), thirteen 15-minute Saturday night transcriptions by World Broadcasting System, through Joseph Katz, New York; Carpenter-Morton Co., Boston (paints), thirty-six 5-minute programs of New England character sketches, thrice weekly, through Edward S. Whitten Co., Boston; Deham Nurseries, Inc., Foxboro, Mass., 84 daily announcements, through The Mitchell Co., Boston; Spratt's Patent (America) Ltd., Newark, ten 15-minute Monday night transcriptions by World Broadcasting System; Maryland Pharmaceutical Co., Baltimore (Rem), 676 twice daily announcements starting Oct. 1, through Joseph Katz Co., New York; Ayer Co., Lowell, Mass. ("Cherry Pectoral" and "Gestex"), 312 daily announcements by Broadcast Advertising, 8 Newberry St., Boston, and Calkins & Holden, New York.

STERLING PRODUCTS, Inc., Wheeling, W. Va., (Diamond Tints) on Sept. 27 started a 26-week schedule over WEAF, New York, with dramatic sketch, "The Girl Who Lives Next Door," Tuesday, Wednesday and Thursday, 2:15-2:30 p.m. Blackett-Sample-Hummert, Inc., New York, handles the account.

WESTINGHOUSE E. & M. Co., New York, (household appliances) on Sept. 27 started "Bill and Henry," songs and patter by Al Cameron and Pete Bontesema, over WJZ, New York, Monday, Wednesday and Friday, 12:45-1 p.m. Fuller & Smith & Ross, New York, handles the account.

PRIMROSE HOUSE, Inc., New York, (cosmetics) on Sept. 16 started Mary Olds, speaker, and Edwin Knells, baritone, in "Primrose House Hour," over WABC, New York, Wednesday and Friday, 9:45-10 a.m. Erwin, Wasey & Co., New York, handles the account.

WLAC, Nashville, is being used by 22 independent druggists of the city who are cooperatively sponsoring a Tuesday evening program titled "The Apothecaries."



GERMANY'S RADIO CENTRAL—At Zeesen, near Berlin, is the site of the famous Konigswusterhausen station, key of the German broadcasting system. Photograph shows masts of its long and short wave transmitters. Photo is by A. A. Gulliland, Berlin-Wilmersdorf.

JANE E. CURRAN, Inc., New York, (Pacquin's hand cream) through the H. E. Lesan advertising agency, New York, has contracted for a 13-week series of half-hour Sunday programs over WOR, Newark. The programs start Oct. 9 and will originate in the Yankee Network studios in Boston. Other new WOR accounts include: Worcester Salt Co., New York, (Worcester Salt Tooth Paste) through Fuller & Smith & Ross, New York; Bristol-Myers Co., New York, (Ingram's Milkweed Cream), transcription, through World Broadcasting System; the Rev. Father Charles Coughlin, hookup from Detroit; Dr. Donald Grey Barnhouse, hookup from Philadelphia; Dr. A. Edwin Keigwin, West End Presbyterian Church, New York; Koppers Seaboard Coke Company, Inc., (Koppers Coke) through N. W. Ayer & Son, New York; Best Foods, Inc., New York, (Hellman's Mayonnaise), through Benton & Bowles, Inc., New York; Runkel Brothers, Inc., New York, (Cocoa) transcription, through World Broadcasting System; Spratt's Patent, Ltd., Newark, (Dog Food) transcription, through World Broadcasting System; International Vitamin Corp., New York, through Zinn & Meyer, Inc., New York; Adolf Gobel, Inc., New York, (meat products). Hoffman Beverage Co. has renewed for one-year over WOR starting Sept. 23. The contract calls for a one-hour broadcast each Friday night.

WTMJ, Milwaukee, announces the signing of three renewals and three new contracts. Renewals: Wadhams Oil Co., Milwaukee, sponsoring broadcasts of 8 University of Wisconsin and 14 professional football games, through Burns-Hall agency; H. B. Van Norman Co., Milwaukee, noon broadcasts of livestock quotations; the Association of American Soap and Glycerine Producers, New York, weather and temperature reports, through Newell-Emmett Co., New York. New accounts: Oswald Jaeger Baking Co., Milwaukee, "Jungle Explorers," a child feature, bring live animals into studio, through Klau-Van Peterson-Dunlap Associates; Ford Motor Co., Detroit, (coke) sponsors "Los Caballeros," a gaucho musical group, through N. W. Ayer & Son; Household Finance Corp., Chicago, the "Piano Twins," through the Charles Daniel Frey agency, Chicago.

KFWB, Hollywood, on Nov. 6 will stage a special two-hour broadcast celebrating the first anniversary of its Sunday night Hi-Jinks. This frolic program, sponsored by Franco-American Baking Co., carries with it a personal appearance for each performance. Customers use coupons from 10 loaves of bread for one admission weekly, but 20 coupons for the anniversary program. Advance registrations indicate that more than 5,000 fans will hear the anniversary broadcast, according to Bill Ray, in charge of the program.

NEW ACCOUNTS on KFRC, San Francisco: Olympic Oil Co., San Francisco, half hour program on Friday nights for 10 weeks, using a revived football game idea with sound effects created and done by Rush Hughes; Leon Livingston agency, San Francisco, handles the account. Durkee Famous Foods Co., San Francisco, two 15-minute periods weekly on "Happy Go Lucky Hour," contract expiring Dec. 19; Leon Livingston agency, San Francisco, handles the account; Happy Go Lucky Hour also has as sponsors Lehn & Fink, New York, (Pebecco) and Swift & Co., Chicago, (packers). Pabst Products Co., San Francisco, (cheese) sponsoring Pat Frayne, sports editor of CALL-BULLETIN for two 15-minute sport talks weekly; the contract runs eight weeks and was sold direct by Frayne.

KOLYNOS SALES Co., Chicago, (dentifrice) on Sept. 19 started "Just Plain Bill" on WABC, New York. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

KYW, Chicago, reports signing Loblaw Grocerterias, Chicago, (food stores) Monday to Friday afternoons inclusive for 52 weeks beginning Sept. 14, with Pratt and Sherman ("The Two Doctors") as talent; J. L. Sugden, Chicago, handled the account. Other new programs include: Spratts Patent, Ltd., (dog biscuits) for ten 15-minute periods Thursday nights, beginning Sept. 22, transcriptions by World Broadcasting, account handled direct; Westinghouse Electric & Manufacturing Co., Chicago division, for refrigerator line to sponsor Pratt and Sherman (comedy) in 15-minute afternoon periods Tuesdays and Thursdays, beginning Sept. 27, handled direct; Kaempfer's Bird Store, Chicago, 15-minute period of transcriptions in the Sunday morning "Sunshine Hour" for indefinite period, starting Sept. 25, C. Wendell Meunch, Chicago, handles account.

MANTLE LAMP Co. of America, Chicago ("Aladdin" lamps) is sponsoring two 15-minute periods weekly, starting Oct. 9, over WLW, Cincinnati, featuring "Smilin' Ed McConnell." WLW also reports signing S. S. Kresge Co., 30-minute transcriptions weekly, through N. W. Ayer & Son, New York; the Wheatena Co. and Tastyeast, Inc., both featuring Ford Rush, formerly of Gene Ford and Glenn; McKee & Albright, Philadelphia, placed the Wheatena account, and the Stack-Goble Advertising Agency, Chicago, the Tastyeast account.

GRAND UNION Co., New York, (chain stores) on Sept. 19 started singer with home economics expert on WGY, Schenectady, N. Y., Monday, Wednesday and Friday, 9:30 to 9:45 a.m., EST, 13 weeks. Hampton, Weeks & Marston, New York, handles the account.

WIBO and WCFL, Chicago, were selected by the Illinois Republican State Committee to broadcast the address by Secretary of War Patrick J. Hurley Sept. 22 in Chicago.

TWO NATIONAL advertisers' test campaigns are reported by WCLO, Janesville, Wis.: Chicago Flexible Shaft Co., a three-week test handled by Blackett-Sample-Hummert, Inc., Chicago, and W. F. McLaughlin & Co., Chicago, (coffee) a six-week test handled by Earle Ludgin, Inc., Chicago.

CRETE MILLS, Crete, Neb., (Victor flours and stock feeds) is sponsoring the "Tarzen of the Apes" serial over KFAB, Lincoln, Neb., the Russell C. Comer Advertising Co., Kansas City, handling the account.

AMERICAN BROADCASTING System, 149 Powell St., San Francisco, will add to its transcription business an air check service, personal recording and public address systems.

NETWORK ACCOUNTS

SHELL EASTERN Petroleum Products, Inc., New York, on Sept. 29 started the "Road Reporter" on 5 CBS stations for 10 weeks, Thursday, Friday and Saturday, 6:30-6:45 p.m., EST. J. Walter Thompson Co., New York, handles the account.

TIDEWATER SALES Corp., New York, (Tydol and Veedol) on Oct. 3 starts "Three X Sisters" and Freddie Rich's orchestra on 15 CBS stations, Monday, Wednesday and Friday, 7:30-7:45 p.m., EST. Lennen & Mitchell, New York, handles the account.

GENERAL FOODS Corp., Inc., New York, (Maxwell House Coffee) on Oct. 6 starts "Maxwell House Show Boat" for 13 weeks on NBC-WEAF network, Thursday, 9-10 p.m., EST. Benton & Bowles, New York, handles the account.

SWIFT & Co., Chicago, (Formay shortening) on Oct. 6 starts musical program with Irving Kaufman on a partial NBC network, WTAG, WEEI, WJAR and WCSH, Thursday and Friday, 10:30-10:45 a.m., EST,: and WTIC, Thursday only, 30 weeks. J. Walter Thompson Co., Chicago, handles the account.

OCEAN STEAMSHIP Co., of Savannah, New York, on Oct. 4 starts Robert Armbruster and orchestra on NBC stations in New York, Boston and Springfield, Tuesday, 6:30-6:45 p.m., EST, a year. Aitken Kynett Co., Philadelphia, handles the account.

BAYER Co., Inc., New York, (aspirin) on Oct. 16 renews "American Album of Familiar Music" on NBC-WEAF network for 13 weeks, Sunday, 9:15-9:45 p.m., EST. Blackett-Sample-Hummert, Inc., New York, handles the account.

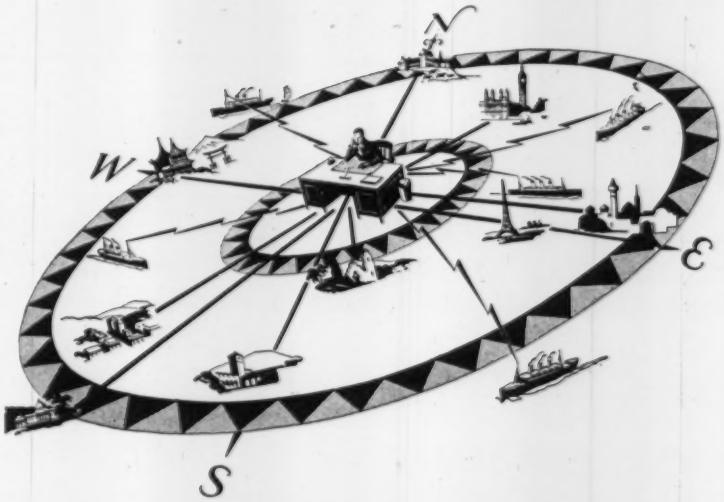
AMERICAN OIL Co., Baltimore, (Amoco oil and gas) on Sept. 22 started Arthur Pryor's Band, Thursday, 6:30-7:00 p.m., on 12 CBS stations. The Joseph Katz Co., Baltimore, handles the account.

ACME WHITE LEAD & Color Works, Detroit, (paints) on Sept. 20 started "Smiling Ed McConnell" on CBS and Don Lee networks, Tuesday and Thursday, 11:30-11:45 a.m. Henri, Hurst & McDonald, Detroit, handles the account.

GEORGE E. WARREN Co., Boston, New England distributors of "Cleercoal," has begun a series of 32 programs, Thursday, 9-9:30 p.m., featuring orchestra and vocalist directed by Andrew Jacobson, over the 4 New England Network stations. Keyed from WEEI, Boston, the program also goes to WTAG, WJAR and WCSH. Harry M. Frost Co., Boston, handles the account.

OPEN FOR CONTRACT—PEAK TIME
AFTER OCTOBER 20th
on the Nation's Capital Station
WMAL WASHINGTON D. C.
WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA
—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .
—A market in which it has brought consistent sales results to its national and local advertisers . . . .
Western Electric
BROADCAST REPRODUCING SYSTEM

YOU ARE SITTING IN THE CENTER OF THE WORLD



...EVERYWHERE
is within arm's reach via coordinated telegraph, cable and radio facilities

● Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of *minutes*.

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*...Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...*quickly*.

*In Canada, through the Canadian Pacific Railway Telegraphs.

●

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM
Postal Telegraph
Commercial Cables · All America Cables · Mackay Radio

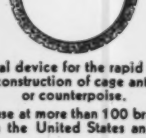
WHEATENA Corp., Rahway, N. J., has had C. M. Rohrbaugh in San Francisco handling auditions for the NBC Pacific network broadcasts of the serial "Wheatenaville," which went on the air Sept. 26. The cast includes Tom Hutchinson, who resigned as program director that he might handle this and other roles; Roberta Hoyt, who is making her first radio appearance; Elizabeth Mallory and Eddie Firestone, Jr., also radio novices; Harold Peary, who is doing several parts; Wilda Wilson Church, Bobbe Deane and Bert Horton. Nelson Case is announcing.

INVESTORS SYNDICATE, Minneapolis, (investment certificates) on Oct. 9 starts "Musical Memories" over a nation-wide CBS network, Sunday, 7:30-7:45 p.m., EST. Program ensemble will include Thora Martens, mezzo contralto; Phil Porterfield, baritone; the Four Norsemen Quartet, and Frank Westphal and orchestra.

JACOBS ANTENNA SPREADER

Patented Sept. 8, 1925; Sept. 7, 1926

Made of metal in 2 1-8", 5" and 7" diameters



A universal device for the rapid and efficient construction of cage antenna or counterpoise.

In active use at more than 100 broadcasting stations in the United States and Canada.

Price: $10.00 per dozen; $6.00 for a half dozen.

CHARLES F. JACOBS (W2EM)

270 Lafayette Street

New York, N. Y.

ARMOUR & Co., Chicago, (packers) announces a change in talent and tempo for its NBC program known as the "Armour Hour." Modern melodies, bringing into greater prominence the saxophones and trumpets, will replace classical music which has been the forte of this weekly half-hour for the last three years. East and Dumpke, erstwhile "Sisters of the Skillet," have been signed for fifty-two weeks to headline the new comedy-symphonic feature. They will discard their homely title for roles similar to those of Ed Wynn, the "Perfect Fool," and Graham McNamee of Texaco.

THE ASSOCIATED OIL Co., San Francisco, has taken time on 20 Pacific coast stations of the CBS and NBC networks for broadcasts of all the important football games on the coast. The station lineup includes, on the CBS chain, KFRC, San Francisco; KHJ, Los Angeles; KOIN, Portland; KOL, Seattle; KFPY, Spokane; KFKB, Sacramento; KMJ, Fresno; KDB, Santa Barbara; KWG, Stockton; KVI, Tacoma; KERN, Bakersfield; KGB, San Diego; KORE, Eugene, and KOH, Reno; and on the NBC chain KGO and KPO, San Francisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle, and KHQ, Spokane.

CENTAUR Co., New York (Fletcher's Castoria) on Oct. 6 starts a 13-week series called "Radio Household Institute) over the basic NBC-WEAF network, Thursday, 11:30-11:45 a.m. Young & Rubicam, Inc., New York, handles the account.

THE CARBORUNDUM Co., Niagara Falls, N. Y., (abrasives) on Nov. 12 starts the Carborundum Band on CBS, Saturday, 9:30-10 p.m., EST. Finley H. Greene Advertising Agency, Buffalo, handles the account.

CALIFORNIA WALNUT Growers Association, Los Angeles, on Oct. 6 starts music and script on CBS and Don Lee networks, Thursday, 9:30-10 p.m., EST. McCann-Erickson, Inc., New York, handles the account.

N.A.B. CONVENTION IN ST. LOUIS

Next November

Headquarters - THE HOTEL CHASE

Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day

Rates for two, $5 to $7 per day

THE HOTEL CHASE

ST. LOUIS, MO.

J. A. HADLEY, Manager

PROSPECTS

PRINCESS PAT, Ltd., 2709 So. Wells St., Chicago, (toilet preparations) makes up lists during October, using radio with other media. Mrs. Patricia Gordon is advertising manager. Advertising is placed by Critchfield & Co., Chicago.

THE WANDER Co., 180 No. Michigan Ave., Chicago, (Ovaltine) makes up lists during October, using radio and other media. Thomas J. Wild is advertising manager. Advertising is placed by Blackett-Sample-Hummert, Inc., Chicago.

MARBLE ARMS & MFG. Co., Gladstone, Mich., makers of outdoor equipment for hunters, fishermen and campers, makes up lists during October, using radio with other media. C. E. Hawkins is advertising manager. Advertising is placed by Rogers & Smith Advertising Agency, Chicago.

MAMA COOKIE BAKERIES, Inc., Chicago, (Mama's Malted Milk Dessert) is considering radio and newspapers for a campaign being planned for this new product. The McJunkin Advertising Co., Chicago, has been appointed to handle the account.

BOSTON VARNISH Co., Boston, (Kyanize paints and varnishes) is planning to increase its radio and other advertising. Ingalls-Advertising, Boston, will handle the account from Nov. 1.

H. P. CLEARWATER, Hallowell, Me., (proprietary remedies) will make up lists during October and November, using radio with other media. Carrell E. Stevens is advertising manager, and annual advertising appropriation of $80,000 to $100,000 is placed by the Stoneton Advertising Agency, Hallowell, Maine.

THOMAS LEEMING & Co., Inc., New York, has designated Zinn & Meyer, Inc., New York, advertising agency, to handle radio and supporting newspaper advertising for Baume Bengue Analgaesique (medicine).

VELOGEN, Inc., New York, (hand lotion) will use radio with newspapers in a new campaign, which will also feature house-to-house sampling, to be handled by Peck Advertising Agency, New York.

BRODIE & HARVIE, Ltd., Montreal, has appointed J. J. Gibbons, Ltd., Montreal, to handle its radio and newspaper campaign.

GRAND UNION Co. stores have placed their radio and newspaper advertising in the hands of Hampton, Weaks & Marston, Inc., New York.

AGENCIES AND REPRESENTATIVES

KATHERINE BUSCH has joined the staff of Kraff Advertising Agency, Minneapolis, as radio continuity writer.

WALTER BIDDICK, who conducts his own radio advertising agency in Los Angeles, has been given charge of radio campaign in the Pacific southwest by the Republican Central Committee, Los Angeles.

RUTH Y. LICHTENBERG, vice president of the Women's Advertising Club of Detroit, is now conducting a radio column of society and club gossip over WWJ, Detroit, under the name of "Sally Woodward."

HANAK, KLEIN and LEAHY, Los Angeles agency, will handle radio account for Pabst Blue Label Malt for Southern California distributors (M. A. Newmark and Co.). Agency also handles account for Franco-American Baking Co., which has a Sunday hijinks program over KFWB.

KENYON - ADVERTISING, Inc., 8 Newberry St., Boston, has been formed as an advertising agency, with Alden H. Kenyon, president; John Hoar, treasurer; J. J. Tennyson, copy chief, and Dan Brown, jr., art dept. Mr. Kenyon was formerly president of Dorrance, Kenyon & Company. The following accounts will be handled by the new agency: Cape Cod Steamship Co., Boston; The Moxie Co., Roxbury, Mass.; Whiting & Davis Co., Plainville, Mass.; The Watson Co., Attleboro, Mass.; Vermont Maple Cooperative, Inc., Burlington, Vt.; Associated Industries of Massachusetts, Boston; L. C. Page Co., Boston, Mass.; Watson & Briggs Co., Attleboro, Mass.; Filing Equipment Bureau, Boston.

COLLINS-KIRK, Inc., Chicago, will discontinue business, effective Oct. 1, with George R. Collins, president, becoming an account executive of Blackett-Sample-Hummert, Inc., which takes over the accounts of John F. Jelke Co., Morton Salt Co., Murine Co., Public Health Institute, Continental Casualty Assurance Co., and Teletype Corp. Kenneth D. Stewart, vice president of Collins-Kirk, joins the Chicago office of Ruthrauff & Ryan, which takes over the accounts of Indiana Botanic Gardens, Kosto Co., and Joseph Triner Co.

CAPT. HAAKON H. HAMMER, who formerly was with Roald Amundsen, the explorer, has been appointed director of radio and publicity for Federal Sales and Advertising Associates, Los Angeles.

AIRWAY SALES ENGINEERS, 221 N. La Salle, Chicago, operating as a radio advertising agency for a year and a half, has just been incorporated. E. C. Smeeding, J. L. Reinsch, and A. A. Smeeding are principals in the new corporation.

RADIOCASTERS, Ltd., Vancouver, B. C., is the name of a new agency formed to handle radio advertising. A. R. Evans and C. F. Goodman are partners in the enterprise.

TERRY TEBAULT agency, Portland, Ore., has taken on the account of Ramona Roe hand balm and the new radio series for the Portland District Dental Society.

AMERICAN advertising of Carlsbad Salt and Johann Hoff's malt extract has been placed in the hands of the Alfred Zabin Agency, New York.

R. C. SMITH & SON, Limited, 80 King Street, West, Toronto, Can., handles the John Taylor & Company, Ltd., radio account.

ROLFE C. SPINNING, Inc., 1236 Maccabees Bldg., Detroit, handles the Mary Lee Candies, Inc., radio accounts.

EQUIPMENT

FOLLOWING plans approved by Walter C. Evans, manager of broadcasting for the Westinghouse company, before he sailed for the Madrid Radio Conference, D. A. Myer, plant manager of KDKA, pioneer station at Pittsburgh, is supervising the installation of new studio control equipment and new studio arrangements. The reconstructed studios are expected to be ready in time for KDKA's twelfth anniversary celebration Nov. 2. Westinghouse equipment will be used throughout.

WESTERN ELECTRIC Company has received orders for nearly $50,000 worth of a new type of aviation radiotelephone apparatus. The bulk of the orders went to the American Airways and United Air Lines.

A COMPLETE technical description of the 100-watt Western Electric broadcast transmitter is carried in the October Bell Laboratories Record. Its author is A. W. Kishpaugh of the Bell Laboratories.

STATION NOTES

WKAQ, San Juan, Porto Rico, is now a thoroughly modern station as the result of complete replacement of equipment. The station has a power output of 1,000 watts, the studios have been remodeled and the antenna rebuilt. Gov. James R. Beverley and other officials participated in the dedication.

WHAZ, the Rensselaer Polytechnic Institute station at Troy, N. Y., celebrated its tenth anniversary Sept. 10. One of the first if not the first college broadcasting stations, WHAZ has had Rutherford Hayner, managing editor of the TROY TIMES, as program director and chief announcer since its inception.

WBZ, Boston, has contributed six announcers to the NBC staff in New York, more than has any other station. The last and youngest graduate is Charles O'Connor, 22.

MARKING the completion of supplementary studios in Omaha, KFAB, Lincoln, Nebr., was honored on Sept. 18 when the program of the Chicago Knights broadcast over CBS was dedicated to the CBS outlet in Lincoln.

KVOR, Colorado Springs, broadcast the first description of the annual Pikes Peak auto races Labor Day. The broadcast was made possible through the cooperation of the portable short wave station, W9ZAAJ, and the amateur station, W9DNP.

COMPLETION of the 987-foot mast antenna of WSM, Nashville, is expected by Nov. 1, a month behind schedule.

DELL DECORATING Co., Newark, is redecorating the reception room of WAAM, Newark, following out a Spanish motif.

WHAM, Rochester, reported the world's greatest fresh water yachting event during August in daily broadcasts from the race course five miles off shore in Lake Ontario. Shortwave equipment was used to transmit the reports from a specially-equipped cruiser to the shore.

FOUR AIRPLANE propellers are used in the cooling system designed for the new 25,000-watt transmitter now being installed at KNX, Hollywood. The power increase will become effective about Oct. 1.

WFBE, Cincinnati, recently broadcast a description of Laura Ann Watkins, two and a half, who had strayed from home, and in ten minutes the child was located.

TWO NEW studios, embodying the latest in acoustics, are being built for WJKS, Gary, Ind.

Scoop for KGW

A TIE-IN with its client, the Packard Sales & Service Co., enabled KGW to score a scoop on every new event in connection with the American Legion convention held in Portland last month. Met at the railroad station by a Packard scout car bearing KGW decorations, visiting notables were taken direct to THE OREGONIAN building where they made their first appearances on the air.

METROPOLITAN Opera will be back on the air over NBC, M. H. Aylesworth, NBC president, announced Sept. 19. Broadcasts will begin shortly after the opera season opens Nov. 21.

DIAMONDS - WATCHES

GEO. L. WEBER Jewelry Co.

JEWELRY - OPTICAL

607 LOCUST STREET
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL
St. Louis, Mo.

Dear Mr. Benson:

As the pioneer commercial radio broadcaster, jeweler, of St. Louis, it may interest you to know of our experience in using radio commercially, extending continuously over a period of six years.

For four years we used three local stations regularly. Then we decided to try only one station and, it happened, we began using WIL exclusively. Our results, on this basis, have been so gratifying during this two year period that we have decided to continue with you for another year.

Accordingly, therefore, will you please have one of your staff call upon me within the next few weeks to discuss renewal of our existing contract?

Appreciating your ever helpful cooperation, and wishing you continued success, I am,

Sincerely,

Geo. L. Weber
Pres.

George L. Weber Jewelry Co.
607 Locust Street.

. . . your clients, too, will be Just as Happy with W·I·L

PROGRAM NOTES

"OPERETTA IN MINIATURE," regular Yankee Network feature during the past winter, was resumed on Sept. 17 over WNAC, Boston, and associated Yankee Network stations. The half-hour shows of last year will be increased to 45 minutes, 9:15 to 10:00 p.m., every Saturday. An organist and cast of staff vocalists will give as much of the score of an operetta or musical comedy as possible each week, while a narrator provides the essential portion of the story. Fred A. Bishop again directs.

A MUSICAL program built around an old souvenir chest is a new feature at WGAL, Lancaster, Pa. An accompanying story is told by a narrator, and an old fashioned reed organ is is played.

WALTER DAMROSCH will return from another summer vacation to assemble on Oct. 14 his pupils for the fifth season of the NBC Music Appreciation Hour. The program will be heard over combined NBC networks from 11 a.m. to noon, EST, each Friday through April 28, 1933.

CASH PRIZES of $1 each for sports "boners" are being offered by WGAL, Lancaster, Pa., as a feature of a weekly sports talk. Jack Martin, sports editor of the INTELLINGENCER JOURNAL, reads the prize "boner" every Tuesday evening during his talk on current sports.

A NOVEL musical program, "The Spinning Wheel," which resurrects music of the pioneer days of the United States, is being broadcast by WLS, Chicago, each Friday at 1:15 p.m., CST.

ASSOCIATED OIL Co. is presenting its Spotlight Revue, Saturday night NBC-KGO variety program in a series of six personal appearances, sans admission, at the Community Playhouse in San Francisco, from where the program is broadcast by remote control.

RADIO GUIDE, Chicago, (radio publication) has inaugurated a weekly series of 15-minute dramatic skits of newspaper work over WIBO, Chicago, Sept. 9, to run indefinitely.

"ETHEL AND HARRY," the women's shopping hour on WHK, Cleveland, sponsored by various concerns, has been increased in length from one hour to 75 minutes in order to accommodate additional advertisers.

WAAM, Newark, N. J., boasts of having the oldest radio singer in the world. She is Mrs. Sara Sutton, 99 years old and the oldest resident of Newark, who sings during the weekly broadcasts of the WAAM Happy Hour.

CBS has decided to relay to the American audience the "To an Unnamed Listener" series scheduled by the British Broadcasting Corp., beginning Oct. 10, 4:20-4:40 p.m., EST. The series includes such celebrities as George Bernard Shaw, J. B. Priestley, Harold Nicolson, A. P. Herbertm Lord Byng, Evelyn Waugh, Gerald Heard, Desmond MacCarthy, Stella Benson and Max Beerbohm.

FINANCIAL editors of four New York's leading newspapers discussed business conditions for the fall over WOR, Newark, on a series of programs the week of Sept. 19. The speakers were: Jack Forest, of the NEW YORK TIMES; Ralph Robey, NEW YORK EVENING POST; Leslie Gould, NEW YORK EVENING JOURNAL, and Roy Hendershot, WORLD TELEGRAM.

WCLO, Janesville, Wis., has organized the WCLO School of Expression to train children between the ages of five and thirteen in the art of speaking, microphone appearances and the like. The children will take part in Uncle Sid's ABC Club, popular children's feature. Classes are under direction of Marian Antisdel, graduate of the University of Wisconsin.

"BETWEEN the Goalposts" is the title of a new weekly feature inaugurated from KHJ, Los Angeles, on the CBS-Don Lee network Sept. 16. An orchestra, football stars, coaches and other athletic notables will be featured each Friday, 9:30 to 10 p.m., PST. Announcements of the gridiron schedule for the following day will be carried each Friday.

TAKING a line out of Ripley's book KGW, Portland, Ore., has been broadcasting a series of programs entitled "Did You Know?" Feature employed Joseph Boland, stage actor, and violin and piano. The challenge to the listeners' intelligence brought such immediate response that the program was bought after the second week by a local educational institution.

NBC in San Francisco is holding tryouts for a new program known as "Dusty McLain and his Out-of-Money Minstrels." It comprises quartets, comedians, dancers and hot-cha music makers. Talent was organized by Clarence Muse, writer of "Way Down South," a song, as well as a book of the same name.

INTERVIEWS before the microphone of outstanding personalities visiting Milwaukee are being carried over WTMJ in a new series of programs conducted by Mrs. Nancy Grey, who conducts the "What's New in Milwaukee" period.

"DOC" DAUGHERTY, veteran Philadelphia orchestra leader, recently celebrated his 2,000th broadcast over WIP-WFAN, Philadelphia. A program was arranged in honor of the popular maestro featuring a number of the melodies that have been popular during the five years in which his unusual record was compiled.

Entertaining Committee Named For NAB Meet

THOMAS PATRICK CONVEY, president of KWK, St. Louis, as the chairman of the Entertainment Committee for the NAB convention, to be held at the Hotel Chase, St. Louis, Nov. 14, 15 and 16, has appointed the following as members of the committee: Clarence G. Cosby, KWK, vice chairman; William P. Mackle, managing secretary of the St. Louis Radio Trades Ass'n, secretary; Fred Weber, station relations manager, NBC, Chicago; Nelson Darragh, KMOX, St. Louis; E. B. Foote, World Broadcasting System; Leo Fitzpatrick, WJR, Detroit; Scott Howe Bowen, New York; A. T. Sears, Chicago; Harold C. Vance, RCA Victor Co., Chicago; Willard Hanges, Graybar Electric Co., St. Louis; Martin Codel, BROADCASTING, Washington; R. B. Robertson, Broadcast Advertising, Chicago; and Thomas Stevenson, National Broadcast Reporter, Washington.

To insure adequate accomodations at the convention, which this year is expected to attract numerous agency and account executives as well as broadcasters, reservations should be made at once with the Hotel Chase, headquarters of the convention.

Tenth for BBC

SPECIAL PROGRAMS will mark the tenth anniversary of the British Broadcasting Corporation during the week of Nov. 13. A program tour of the BBC studios and the broadcasting of "The Three Musketeers" and "Romeo and Juliet" are on the schedule.

XUM

WHEN YOU MEASURE COVERAGE

. . . don't forget percentage modulation

▼

■ Field-intensity data are basic in determining coverage, but they aren't the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners' loud-speakers.

■ Consider that an increase in percentage modulation from 50% to 100% will increase the loud-speaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

■ But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

■ You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to asymmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter-output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

Court Blocks KICK Removal in Appeal

WITH THE Court of Appeals of the District of Columbia in session after its summer recess, activity in radio litigation is on the increase. The court soon is expected to render its decision on the appeals of WIBO and WPCC, Chicago, from the Radio Commission's decision ordering their deletion, which raises the question of property rights and the legality of the Commission's quota system. Also ready for decision is the appeal of KGEF, Los Angeles, deleted by the Commission because of the broadcasts of Rev. Robert P. Shuler, which raises the question of free speech on the air.

The court on Sept. 16 granted the petitions of KOIL, Council Bluffs-Omaha, and of WAAW and WOW, Omaha for a stay order restraining the Commission from making effective its decision authorizing KICK to remove from Red Oak to Carter Lake, Ia., a suburb of Omaha. All three stations, through counsel Paul M. Segal and George S. Smith, appealed from the decision, rendered Sept. 13, on the ground that they would be adversely affected and that it violated the law and Commission regulations.

Numerous other routine actions on pending cases have been taken by the court. Oral arguments on the appeals of WNJ, Newark, N. J., and WMBA, Newport, R. I., both of which were ordered deleted by the Commission, have been set for Oct. 3. Both stations also were granted extensions for filing briefs.

In the high power case, involving appeals of WGN and WMAQ, Chicago, WJZ, New York, and KGO, Oakland, Cal., from the 50 kw. grants under General Order 42, as amended, the court granted all applicants until Oct. 11 to file briefs.

The Commission was granted a 30-day extension to Oct. 29 for filing its brief in the appeal of WOQ, Kansas City, from the order deleting it. WLOE, Boston, was granted until Nov. 15 for filing its brief.

WLW Adds Noted Stars To Its Dramatic Staff

FOR ITS WINTER radio drama series, WLW, Cincinnati, has added four noted stage and radio stars to its staff following a series of auditions conducted in New York by Richard Nicholls, program director. At the same time, WLW announced the addition to its staff of Jeff Sparks, who comes from the New York studios of NBC, where he announced such programs as "Death Valley Days" and the A. & P. "Our Daily Food" periods.

The new dramatic staff additions are Anne Seymour, well known on Broadway; Gladys Thornton, who has been heard on NBC and CBS and with the Theater Guild and Dramatic League; Clifford Carson-Jones, who will play leading roles and who has been heard on the radio as well as with Broadway companies, and Maurice Franklin, who has played leading roles in the "True Story Hour," "Rise of the Goldbergs" and other features.

WLW also announced that Gene and Glenn have been signed for a daily series over WLW and WTAM, sponsored by Standard Oil Co. of Ohio.

We say "Yes Ma'am" to our Cooks

Women cooks prepare the food for the Hotel Lexington restaurants. That's why it's so delicious and wholesome. And Lexington restaurant prices, like its room rates, are sensible—35c for breakfast, 65c for luncheon and $1.00 for dinner in the main dining room.

$3 a day and up for Lexington rooms—$4 and up for two persons.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*

Similar results are the regular experience of WOR advertisers.

The 6th Consecutive Year for

Drezma INCORPORATED

EXQUISITE FACIAL PREPARATIONS AND BEAUTY AIDS
130 WEST 42ND STREET
NEW YORK
TELEPHONE WISCONSIN 7-8780

September 8, 1932

Station W O R
1440 Broadway
New York City

Gentlemen-

Immediately on my return from Hollywood where I spent the last two months, I began preparations for our new radio season which begins, as you know, on September 12th. This will be my 6th year on your station.

The Drezma Sales Report was shown me today...It is a great satisfaction to learn that against all obstacles and in spite of the unfavorable business conditions, their sales have shown a substantial increase.

I attribute much of this business to the splendid response that we have been getting from the radio listeners of Station W O R and it is with a keen sense of appreciation that we look forward to another successful season on your station.

Please convey to the members of your staff my appreciation for their wonderful co-operation - - we will be all set to begin on Monday September 12th.

Sincerely yours

NELL VINICK
Beauty Adviser.

nv s

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

Chicago Office • William G. Rambeau • 360 N. Michigan Ave. • Chicago, Ill.

THE JOURNAL of RADIO LAW

OCTOBER, 1932, ISSUE

LEADING ARTICLES

Protection Against the Un-Authorized Use of a Broadcast in Canada
Brooke Claxton
of the Montreal, Canada, Bar

Defamation by Radio
Lawrence Vold
Professor of Law, Univ. of Nebraska

Liability for Defamation in Political Broadcasts
John W. Guider
of the D. of C. Bar

Protection of German Radio Listeners Against Electrical Interference
Reed T. Rollo
of the D. of C. Bar

DEPARTMENTS EACH ISSUE

Regulations and Decisions of the Federal Radio Commission.
Radio Cases, Radio Legislation in the United States.
Domestic and International Radio Chronicle.
Foreign Radio Discussion and Legislation.
Bibliography, Book Reviews.

THE JOURNAL OF RADIO LAW
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AIR LAW INSTITUTE
Northwestern University
Law School
CHICAGO, ILL.

On Price Quoting

(Continued from page 18)

result of the networks' decision. He states:

"Price always has been, and always will be, a deciding factor in the purchase of nearly every product. It is information of real interest and importance to prospective buyers and a strong sales point for the product that has a decided price advantage.

"To deny the right of quoting prices to the radio advertiser is no more reasonable, in my opinion, than to deny it to newspaper or magazine advertisers. The broadcasting companies, in removing this price-quoting restriction, have in my judgment, greatly enhanced the value and attractiveness of radio as an advertising medium, and it should result in its increased use."

Nets Acted Wisely

IN THE OPINION of Enno D. Winius, president of the Anfenger Advertising Agency, St. Louis, the networks have acted wisely. Radio being an advertising medium, its function, like that of other media, is to sell goods, he says. Yet no transaction of any kind between buyer and seller can ever be consummated until the matter of price has been settled between them, he declares.

"After all," asks Mr. Winius, "why all this squeamishness about mentioning price, anyway? Nobody seems to understand that very often the radio audience is interested in the description of an article over the air, and is disappointed when the price is *not* quoted. How often have all of us seen some article in a window and been irritated because the merchant did not display a price tag? This same principle applies over the air, from the listeners' point of view."

Disk Business Unhurt

IT IS NOT regarded likely that the networks' decision will cut materially into transcription business, nor are the transcription people, who appear to be getting their proportional share of radio accounts, in the least wise perturbed. Little or no effect is foreseen by Howard S. Meighan, general manager of Scott Howe Bowen, Inc.. Though he thinks a few more clients may be attracted to radio, he writes:

"I do not recall that we have ever sold an account which might normally have used the facilities of one of the networks on the basis that we were able to procure the privilege of quoting prices on the programs, whereas the networks were unable to do so. Price quoting has never been an important factor as far as we are concerned, and I do not see how its importance will increase, even after this decision on the part of the networks. I would not be surprised if this reversal of policy did not bring some few new clients to the air, of which I am sure we will accumulate our share."

A New Sports Slant

PROVOKED by the recent football broadcasting squabble, a bill has been introduced in the Alabama Legislature to grant the right to any regularly licensed broadcasting station operating in the state to broadcast all athletic contests or games in the state staged by or sponsored or participated in by any educational institution which receives financial aid from the state or any subdivision. The measure would make it unlawful for any executive officer, board of trustees or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any station.

Foreign Radio Survey

(Continued from page 8)

port are provided or not. That it is effective is evidenced by its popularity with advertisers and by the fact that the per capita development of broadcasting facilities in each country is, in general, in direct ratio to the freedom of broadcasters to undertake advertising.

"Methods vary considerably by countries, for several reasons. Sales promotion of any type must be adjusted to national characteristics, but in radio there is the added effect of legislation and regulation dealing with publicity. Limitations as to time consumed, the number of words, or the character of the advertisement are common. In Germany only German firms can use radio for this purpose. Spain limits publicity to five minutes of each hour, and the proposed national Canadian chain will use only five per cent of the program time—three minutes during each hour."

Valuable for Reference

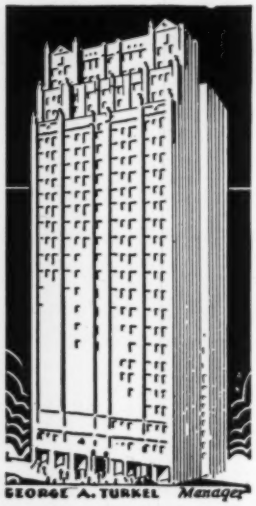
MANY INTERESTING and informative analyses of radio developments and habits throughout the world are contained in the 112 page volume, which may be procured from the Government Printing Office, Washington, for ten cents. It is estimated that half of the thirty to forty million receiving sets in the world are in the United States, and that this country also embraces within its borders about half of the 1300 broadcasting stations in the world.

The volume should be a valuable reference book for broadcasters, advertising agencies and other branches of the industry, containing as it does tabulations of radio set numbers by countries, listener license fees charged abroad, etc. (These tabulations were published in the May 1 issue of BROADCASTING accompanying a preliminary article on his study prepared exclusively for this magazine by Mr. Batson.)

LEON L. ADELMAN, former sales manager of A. M. Flechtheim & Co., Inc., New York, announces the formation of Leon L. Adelman, Inc., an organization "devoted to the service of radio and electrical manufacturers" and offering national and international sales representation and merchandising counsel. Headquarters are at 729 Seventh Ave., New York.

A Home away from Home

Enjoy real comfort, genial social life, free use of gymnasium, beautiful swimming pool, comfortable lounges, library, open air roof garden, restaurant. Separate floors for men, women and couples. Within walking distance of business, shops and amusement centers.



Rates: DAILY $1.50-3.00 WEEKLY from $8.00

Five minutes from Pennsylvania or Grand Central Stations

A NEW 23 STORY CLUB HOTEL

KENMORE HALL
145 E. 23rd STREET, NEW YORK CITY
Gramercy Park Phone: Gramercy 5-3840

RCH

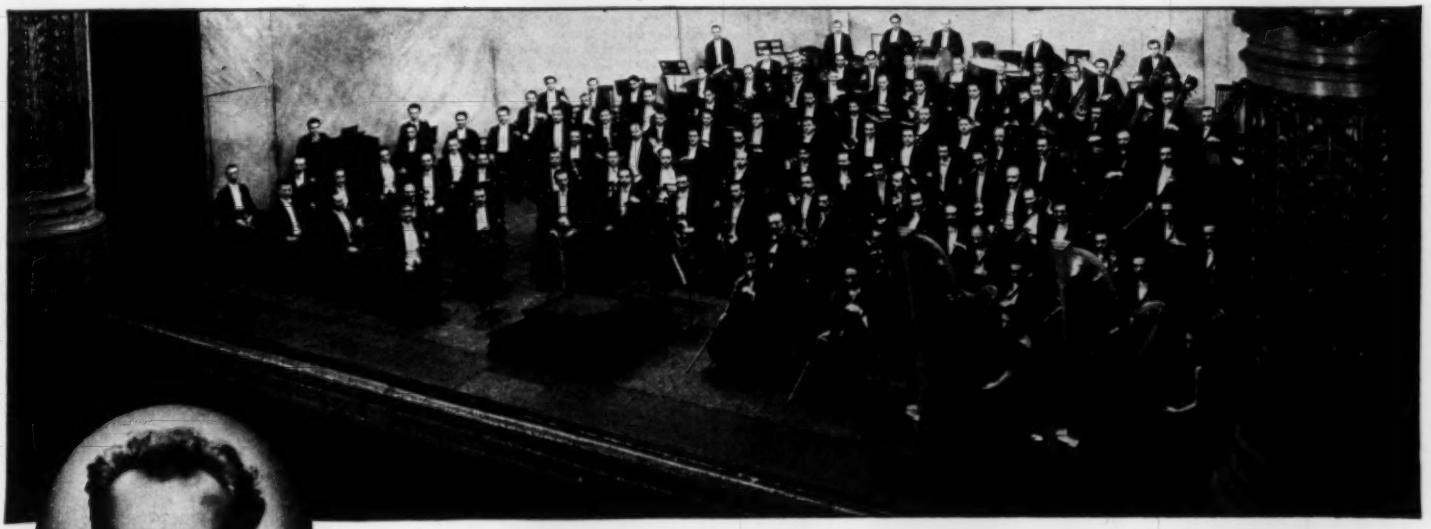
FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Leopold Stokowski praises Moving Coil Microphone!



Says the famous director of **The Philadelphia Orchestra,**
"Your new microphones gave us sensitive response to musical values in our recent broadcasting and were a most important part of our equipment. Thank you for your expert cooperation."

The Philadelphia Orchestra — directed by Mr. Leopold Stokowski — used Western Electric Moving Coil Microphones exclusively in a series of broadcasts over the Columbia Network. ¶ This microphone is chosen for more and more important programs because it assures uniform response throughout the audible frequency range and provides clear, undistorted pick-up. Its transmission characteristics are unaffected by changes in temperature, humidity or barometric pressure. ¶ The Moving Coil Microphone is flexible in use—it has made possible the new single microphone technique—can be used to cover a single artist or a huge symphony orchestra. It is available in desk, floor and suspension type mountings. ¶ Developed by the Bell Telephone Laboratories and made to Bell System standards. Send the coupon for full details regarding the Moving Coil Microphone.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

B 10-32

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information on the Western Electric Moving Coil Microphone.

NAME.....

ADDRESS.....

CITY.....STATE.....

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
SEPTEMBER 15 TO SEPTEMBER 29 INCLUSIVE

Applications . . .

SEPTEMBER 15

WAGM, Presque Isle, Me.—Modification of license for change in specified hours of operation.

WABI, Bangor, Me.—Modification of license for change in specified hours of operation.

WMCA, New York—Special temporary authority to use auxiliary at 1697 Broadway, N. Y., until main transmitter has been completed.

WMAS, Springfield, Mass.—License to cover CP issued 5-24-32 for new station to use 1420 kc., 100 w., unlimited hours.

WLVA, Lynchburg, Va.—CP for changes in equipment, frequency, power and hours of operation from 1370 kc., 100 w., shares with WBTM to 1500 kc., 100 w. night, 250 w. day, unlimited hours; requests facilities of WRBX, Roanoke, Va.

NEW, Greenville, S. C.—The Greenville News-Piedmont for CP to use 590 kc., 250 w. night, 500 w. day, amended to give exact location at 3½ miles N. W. of Greenville, S. C., for transmitter.

NEW, Tuscaloosa, Ala.—John S. Pitts, III, for CP to use 1370 kc., 100 w., unlimited hours; requests facilities of WAMC, Anniston, Ala.

KRMD, Shreveport, La.—License to cover CP issued 9-2-32 move transmitter locally, change equipment and increase operating power from 50 to 100 w.

KPCB, Seattle, Wash.—CP for changes in equipment and increase operating power from 100 to 250 w.

KGKX, Lewiston, Idaho—Modification of CP issued 5-10-32 (to move station from Sandpoint, Idaho, and make changes in equipment) to extend date of commencement and date of completion.

WOR, Newark, N. J.—Modification of CP issued 11-17-31 (for new 50 kw. transmitter, exact location to be determined, increase power from 5 kw. to 50 kw.) for approval of location of transmitter at Tremloy, N. J. (Correction.)

SEPTEMBER 17

WMCA, New York—Special authorization to increase power from 500 w. to 500 w. with an additional 500 w., experimentally.

WEHC, Emory, Va.—CP to move transmitter and studio to Charlottesville, Va.

KGU, Honolulu—License to cover CP issued 2-16-32 for changes in equipment, increase power to 2½ kw., limited hours.

SEPTEMBER 20

WCAE, Pittsburgh—Authority to install automatic frequency control in auxiliary transmitter.

WFDV, Rome, Ga.—CP to make changes in equipment, change frequency, power and hours from 1500 kc., 100 w., specified hours, to 1120 kc., 250 w., unlimited hours. Requests facilities of WTFI, Athens, Ga., in terms of quota units.

WCOA, Pensacola, Fla.—License to cover CP issued 3-6-31 as modified to move transmitter and studio locally and install new equipment.

WCAT, Rapid City, S. D.—License to cover CP issued 6-10-32 for new transmitter.

KGFK, Moorhead, Minn.—CP to change transmitter and increase operating power from 50 to 100 w.

NEW, Oroville, Cal.—R. E. Warmack and A. E. Waterman for CP to use 1370 kc., 15 w., D., 4 hours a day.

SEPTEMBER 22

WCAU, Philadelphia—License to cover CP issued 11-17-31 to change location and install 50 kw. equipment, increase power to 50 kw.; license to cover CP issued 1-8-32 for local change of auxiliary transmitter.

WALR, Zanesville, O.—License to cover CP issued 5-17-32 for changes in equipment and local change of transmitter.

KMAC, San Antonio, Tex.—Voluntary assignment of license to Walmac Co., Inc.

KXYZ, Houston, Tex.—License to cover CP issued 8-9-32 to consolidate KTLC and KXYZ, changes in equipment, change frequency and power from 1420 kc., 100 w., to 1440 kc., 250 w.

NEW, Pine Bluff, Ark.—J. E. Richards for CP to use 1340 kc., 250 w., D.

KLCN, Blytheville, Ark.—CP make changes in equipment, change location of transmitter locally; change frequency, power and hours from 1290 kc., 50 w., D., to 1500 kc., 100 w., unlimited hours.

WIAS, Ottumwa, Ia.—Modification of license amended to request facilities of KSO, Clarinda, Ia.

KFGQ, Boone, Ia.—Modification of license amended to request facilities of KSO, Clarinda, Ia.

KWCR, Cedar Rapids, Ia.—CP amended to request facilities of KSO, Clarinda, Ia.

SEPTEMBER 24

WMAS, Springfield, Mass.—Direct measurement of antenna power.

WMAL, Washington, D. C.—CP to install auxiliary transmitter.

WPAD, Paducah, Ky.—CP for changes in equipment, change frequency and power from 1420 kc., 100 w., to 1120 kc., 250 w.

SEPTEMBER 27

WLBC, Muncie, Ind.—CP to move transmitter locally.

KGGM, Albuquerque, N. M.—CP to change transmitter to different part of same building and changes in equipment.

KUJ, Walla Walla, Wash.—Modification of license to change hours of operation from D. to unlimited.

Applications returned: NEW, Jeannette, Pa.—Joseph De Palma for CP on 590 kc.; WPG, Atlantic City—Modification of license for additional specified hours of operation; NEW, Eagle Pass, Texas—Carrington Bros. for CP on 1210 kc.; NEW, Newark, N. J.—America's Wage Earners Protective Conference for CP on 1100 kc.

SEPTEMBER 28

WIEG, Knickerbocker Broadcasting Co.—License covering CP for 2342 kc., 1 w.; broadcast pickup service.

W9XAL, Kansas City, Mo.—License covering CP for 2200-2300 kc., 500 w.; visual broadcasting station.

SEPTEMBER 29

NEW, Lansing, Mich.—Herman Radner for CP to use 880 kc., 100 w., unlimited hours.

NEW, Jeannette, Pa.—Joseph De Palma for CP resubmitted to request 590 kc., 250 w. D. hours, and changes in equipment.

WSAJ, Grove City, Pa.—License to cover CP issued 7-1-32, new transmitter and local change of location.

KCMC, Texarkana, Ark.—Install automatic frequency control.

WTRC, Elkhart, Ind.—CP to make changes in equipment and increase operating power from 50 to 100 w.

KECA, Los Angeles—Modification of license to change frequency from 1430 to 780 kc.; requests facilities of KTM, Los Angeles, and KELW, Burbank, Cal.

KSEI, Pocatello, Idaho—License to cover CP issued 3-8-32 for change in equipment, frequency and power.

NEW, Bakersfield, Cal.—Pioneer Mercantile Co. for CP for 1550 kc., 500 w., sound track in connection with visual broadcasting.

Decisions . . .

SEPTEMBER 15

KFPM, Greenville, Tex.—Granted special authorization to operate from 9 p m to 12 midnight, CST, Sept. 30, Oct. 7, 14, 28 and Nov. 4, 1932, and to operate from 3 to 6 p m , CST, Oct. 21, Nov. 11, 18 and 25, 1932.

KMBC, Kansas City, Mo.—Granted CP to move transmitter from Independence, Mo., to Belinder Blvd. and Swarzel Ave., out of the city limits of Kansas City, Kans.

WKFI, Greenville, Miss.—Granted license covering installation of new equipment, 1210 kc., 100 w., unlimited time.

WOAI, San Antonio, Tex.—Granted license covering erection of new auxiliary transmitter, 1190 kc., 5 kw., for auxiliary purposes only.

KUMA, Yuma, Ariz.—Granted license covering move of station from Flagstaff to Yuma, and decreasing hours of operation to specified, 1420 kc., 100 w.

KGEZ, Kalispell, Mont.—Granted license covering local move of transmitter and installation of automatic frequency control, 1310 kc., 100 w., unlimited time.

WWVA, Wheeling, W. Va., and WREC-WOAN, Memphis, Tenn.—Granted authority to install automatic frequency control.

KTAT, Fort Worth, Tex.—Granted modification of license for change in name to KTAT Broadcast Co., Inc.

WEBC, Superior, Wis.—Granted modification of license to change modulation system of auxiliary and to operate same with 1 kw. power; for emergency operation only while moving main transmitter.

KFIZ, Fond Du Lac, Wis.—Granted authority to operate unlimited time on the nights of Sept. 20 and Nov. 6.

W9XAL, Kansas City, Mo.—Granted extension of completion date of CP to Oct. 15.

W1XG, Portable—Granted renewal of experimental visual broadcasting license for 3 months; 43000-46000, 48500-50300, 60000-80000 kc., 200 w.

W1XAV, Boston, Mass.—Granted renewal of experimental visual broadcasting license, as above.

WRHM, Minneapolis, Minn.; WCAL and KFMX, Northfield, Minn.; WLB-WGMS, Minneapolis, Minn. (Ex. Rep. 395)—Oral arguments were granted in these cases on Oct. 5. WRHM which now shares time with the other stations applied for unlimited time. Examiner Walker recommended a denial of the application.

WKBB, Joliet, Ill. (Ex. Rep. 405)—Oral argument granted on Oct. 5. Chief Examiner Yost recommended that conditional grant made May 27, 1932, for removal of station to East Dubuque, for a change in frequency from 1310 to 1500 kc., and change in hours of operation from sharing with WCLS to specified hours, be affirmed.

Rule 24 was amended so as to require licensees receiving notice of "off frequency" operation to submit their replies direct to the Commission instead of through the supervisors of radio as heretofore.

KNX, Hollywood, Cal.—Granted permission to take depositions in re application of KFBI, Milford, Kans., to be used at hearing Oct. 10.

KGNO, Dodge City, Kans.—Granted permission to take depositions in behalf of its application to change frequency from 1210 kc. to 1340 kc., which is set for hearing Dec. 15.

WTBO, Cumberland, Md.—Granted permission to assign license to the Interstate Broadcasting System, Inc.

Set for hearing: KXL, Portland, Ore.—Requests CP to change equipment; change frequency from 1420 to 1410 kc.; change power from 100 w. to 50 w., and change hours of operation from sharing with KBPS to unlimited (facilities of KTBR); WCGU, Brooklyn, N. Y.—Requests authority to use transmitter of WLTH in Brooklyn for a period of three weeks while installing automatic frequency control; NEW, Gallipolis, O.—Requests CP for special experimental service, 1500-2000 kc., time of operation Tuesday, 2 until 4 p.m.; Thursday and Friday, 10 p.m. until 1 a.m.

SEPTEMBER 21

WCSC, Charleston, S. C.—Granted license covering move of transmitter and installation of new equipment, 1360 kc., 500 w., unlimited time.

WEEI, Boston—Granted license to determine licensed power by direct measurement of antenna input.

WEBC, Superior, Wis.—Granted extension of authority to operate auxiliary transmitter unlimited time while moving main transmitter, from Oct. 1 to 21.

WNAD, Norman, Okla.—Granted temporary license subject to Commission's decision as a result of an investigation now being conducted as to whether transmitter is being operated in accordance with the radio act.

WTAG, Worcester, Mass.—Granted special authorization to operate with day power of 500 w. for period beginning Oct. 1, and ending March 1, 1933, subject to termination by the Commission at any time without notice or hearing if the need arises.

Stations granted temporary renewals, subject action on licensees' pending applications for renewals: WCAL, Northfield, Minn.; WCAM, Camden, N. J.; WFIW, Hopkinsville, Ky.; WHN, New York; WIBG, Glenside, Pa.; WLB-WGMS, Minneapolis; WQAO-WPAP, New York; WRHM, Minneapolis; WRNY, New York, and KFMX, Northfield, Minn.

Set for hearing: NEW, Roanoke Broadcasting Co., Roanoke, Va.—Requests CP for new station to operate on 1410 kc., 250 w., share with WHIS (facilities of WRBX); WHIS, Bluefield, W. Va.—Requests modification of license to change hours of operation from sharing with WRBX to unlimited; facilities of WRBX; NEW, Intermountain Broadcasting Corp., Ogden, Utah—Requests CP to operate on 1400 kc., 500 w., unlimited time (facilities of KLO).

KFH, Wichita, Kans.—Denied authority to operate simultaneously with WOQ during world baseball series from 2 to 3 p m , CST, each day with 500 w. power.

WKAV, Laconia, N. H.—Dismissed application for consent to voluntary assignment of license from the Laconia Radio Club to Harold E. Westcott, temporary receiver. Mr. Westcott has been dismissed by the court as receiver of WKAV, and John H. Dolan has posted bond for the Laconia Radio Club for payment of creditors of the station.

KICK, Red Oak, Ia.—The Commission directed that its action of Sept. 13, granting CP to move station KICK from Red Oak to Carter Lake, Ia., be held in abeyance because of stay order issued by the Court of Appeals Sept. 17.

SEPTEMBER 23

WIAS, Ottumwa, Ia.—Granted modification of license to increase hours of operation from specified hours to unlimited. (Facilities of KSO in terms of quota units.)

KFGQ, Boone, Ia.—Granted modification of license to change specified hours of operation to—D. 6 to 7:30 a. m., 9:30 to 10 a.m.; 12 noon to 1 p.m.; Sunday 7:30 to 9 a.m., 10:30 to 11:30 a.m., 2:30 to 4 p.m.

KWCR, Cedar Rapids, Ia.—Granted CP to make changes in equipment and increase D. power from 100 w. to 250 w.

KOMA, Oklahoma City, Okla.—Granted CP to move transmitter locally from East of Oklahoma City to N. E. of city on U. S. Highway 66, and install new equipment.

KGFI, Corpus Christi, Tex.—Granted license covering changes in equipment, 1500 kc., 100 w. night, 2250 w. LS., unlimited time.

KVL, Seattle—Granted license covering changes in equipment, 1370 kc., 100 w., shares with KFBL.

KGHL, Billings, Mont.—Granted CP authorizing move of studio locally, installing new equipment and increasing D. power; 950 kc., 1 kw. night, 2½ kw. LS, unlimited.

KFQD, Anchorage, Alaska—Granted license covering changes in equipment and increase in power; 1230 kc., 250 w., 6 p.m. to midnight, LST.

WSYB, Rutland, Vt.—Granted modification of CP extending completion date from Sept. 28 to Nov. 28.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

KASA, Elk City,, Okla.—Granted modification of CP to change type of equipment and move transmitter and studio locally.

WSYB, Rutland, Vt.—Granted modification of license to reduce specified hours of operation to—D. except Sunday, 10 a.m. to 1 p.m.; 5 to 9 p.m.; Sunday 10 to 11 a.m., EST.

WJMS, Ironwood, Mich.—Granted modification of license to change hours of operation from D. only to unlimited.

Set for hearing: WCAC, Storrs, Conn.—Requests CP to change equipment and increase day power from 250 to 500 w.; NEW, The Greenville News Piedmont Co., Greenville, S. C.—Requests CP 590 kc., 250 w. night, 500 w. LS, unlimited time, experimental. (This application was formerly set for hearing and amended to give exact location of transmitter and request for authority to install directional type antenna).

W1XAV, Shortwave & Television Lab., Inc., Boston—Granted authority to take depositions of certain witnesses in Boston on Sept. 20, re application set for hearing on Oct. 3.

WTMJ, Milwaukee—Granted authority to take depositions in re application of KTAR Broadcasting Co., Phoenix, hearing set for Oct. 17.

KRLD, Dallas.—Authorized to operate on 1040 kc., unlimited D. hours from Sept. 28 to conclusion of World Series baseball games.

KTHS, Hot Springs, Ark.—Authorized to operate on 970 kc. during D. only, 10 kw. from Sept. 28 to conclusion of World Series.

WCCO, Minneapolis—Authorized extension of program test period of 30 days.

NEW, Gustav A. Jenkins, Antonito, Colo. (Ex. Rep. 397)—Denied CP for new station to operate on 1200 kc., 100 w., to share with KGEK and KGEW, reversing Chief Examiner Yost.

KGEK, Yuma, Colo.—Granted renewal of license as of today, to operate on 1200 kc., 100 w., share with KGEW as follows: daily except Sunday from 11 a.m. to 1:30 p.m.; Friday from 11:30 p.m. until 12 midnight; Sunday from 2 to 4 p.m.

KGEW, Fort Morgan, Colo.—Granted renewal of license as of today, to operate on 1200 kc., 100 w., share with KGEK, using the following hours: daily except Saturday and Sunday, from 6:30 to 9:30 p.m.; Sunday 11 a.m. to 12 noon.

NEW, Cannon Systems, Inc., Glendale, Cal. (Ex. Rep. 401)—Granted CP to operate on 850 kc., 100 w., D., reversing Chief Examiner Yost.

KGIX, Las Vegas, Nev.—Granted renewal of license to operate on 1420 kc. with 100 w., during the following hours: 6 to 9 a.m.; 12 to 3 p.m., and 6 to 9 p.m. daily, sustaining Examiner Yost.

WHP, Harrisburg, Pa.—Denied request to waive rule relating to announcement of mechanical reproductions during one program when numbers would be played from transcription and by artists in person.

KTAT, Fort Worth, Tex.—Reconsidered grant of renewal of application effective Oct. 1, and granted temporary license to KTAT Broadcast Co., Inc., pending filing of renewal application by KTAT, in keeping with amendment to charter changing name of applicant from S.A.T. to KTAT Broadcasting Co.

WIBW, Topeka, Kans.—Set for hearing application for renewal of license to operate on 580 kc. with 1000 w., because of protests of WSAZ, Huntington, W. Va., and WOBU, Charleston, W. Va., which share time on 580 kc.

Applications heretofore set for hearing denied because applicants failed to enter their appearance within time allowed: NEW, A. F. Crissalli, Long Island City—CP, 1500 kc., 100 w., share with WMIL, WWRL, WMBQ; NEW, John E. McGoff, R. M. Sutcliff and Julius Schaffer, Newport, R. I.—CP, 1280 kc., 250 w., 8 hours per day.

Applications dismissed at request of applicants: KLRA, Little Rock, Ark.—CP, 1390 kc., 1 kw., 2½ kw. LS., to change equipment and day power increase; WCGU, Brooklyn, N. Y.—Request to use transmitter of WLTH, Brooklyn, for period of 2 or 3 weeks.

SEPTEMBER 27

WMIL, Brooklyn, N. Y.—Granted authority to install automatic frequency control.

KOCW, Chickasha, Okla.—Granted authority to remain silent pending action on application being submitted to install new equipment.

WHBD, Mt. Orab, O.—Granted authority to remain silent for period of 45 days pending filing of application for voluntary assignment of license to the Southern Ohio Broadcasting Corp. and arrangement of the estate of Clarence J. Hayes, deceased.

WGCM, Marquette, Mich.—Granted authority to resume operation Oct. 1, and to reduce hours of operation temporarily from 7:30 to 9:30 a.m.; 11:30 a.m. to 1:30 p.m.; 4:30 to 7:30 p.m. daily; 9 a.m. to 2 p.m., Sunday, CST, to 11:30 a.m. to 1:15 p.m., 4:30 to 7:15 p.m. daily, 9 a.m. to 1:30 p.m., CST.

WESG, Glens Falls, N. Y.—Granted 30-day extension of special authority to suspend operation, which expired Sept. 15.

KGU, Honolulu—Granted authority to operate 2½ hours additional on nights of Oct. 1 and Nov. 8 in order to broadcast election returns.

KUMA, Yuma, Ariz.—Granted special authorization to operate from 9 p.m. to 12 midnight, MST, Nov. 1 and 8.

WACM, Presque Isle, Me.—Granted special authorization to operate from 2 to 3 p.m., EST, Sept. 28, and subsequent days on which World Series are played; also to operate from 7 p.m. to 12 midnight, Nov. 8.

WNAD, Norman, Okla.—Granted authority to operate from 1:45 to 5 p.m., CST, Oct. 22, Nov. 5 and Nov. 19, provided station KGGF remains silent.

WWVA, Wheeling, W. Va.—Granted rendition for auxiliary, on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal.

KFWI, San Francisco, and KVOA, Tucson, Ariz.—Granted temporary renewal of licenses, and applications designated for hearing.

WHAS, Louisville, Ky.—Granted 10-day extension to test equipment.

WIBX, Utica, N. Y.—Denied request to use 950 kc. with 250 w., both day and night, from Sept. 24 to Nov. 10, inclusive.

KMBC, Kansas City, Mo.—Authority heretofore granted to move transmitter from Independence, Mo., to Kansas City, Kans., suspended, and application set for hearing, because of protest filed by WIBW, Topeka, Kans.

KGW, Portland, Ore.—Denied request to direct station KTAR to operate 2 weeks from Sept. 25, from 12 midnight to 3 a.m.

Set for hearing: KTHS, Hot Springs National Park, Ark.—Requests special authority to change frequency from 1040 to 970 kc. during D. only, and to operate a maximum of 8 hours during that period from 6 a.m., CST, to local sunset on experimental basis; share with KRLD at night; KRLD, Dallas—Requests special authority to increase hours of operation experimentally, from sharing with KTHS to unlimited D., and sharing with KTHS at night.

WWAE, Hammond, Ind.—Denied authority to operate simultaneouly from 7 to 9 p.m., CST, each night during political campaign.

KFBI, Abilene, Kans.—Application for additional time, heretofore set for hearing, was withdrawn at request of applicant, without prejudice.

Examiners' Reports . . .

WERE, Erie, Pa.—Chief Examiner Yost recommended (Report 410, Dockets 1718, 1719 and 1734) that applications for CP to install new equipment, for modification of license to change name from Erie Dispatch-Herald Broadcasting Corp. to Erie Broadcasting Corp. and for renewal of license be granted.

KQV, Pittsburgh, and WSMK, Dayton, O.—Chief Examiner Yost recommended (Report 412, Dockets 1504, 1699, 1686 and 1628) that application of KQV for unlimited time on 1380 kc. with 500 w. be denied and that license be renewed with authority to operate D. only on present frequency and that application of WSMK for unlimited time on 1380 kc. with 200 w. power be granted and that license be renewed.

KELW, Burbank, Cal., and KTM, Los Angeles—Chief Examiner Yost recommended (Report 413, Dockets 1593, 1687, 1657 and 1570) that applications of KELW and KTM, each for unlimited time on 780 kc. and for renewal of licenses, all be denied on ground that stations failed to establish that their continuance would serve public interest.

WNAX, Yankton, S. D., and KGDA, Mitchell, S. D.—Examiner Hyde recommended (Report 414, Dockets 1578, 1642 and 1613) that application of WNAX for CP to increase D. power be denied as it would require elimination of KGDA and that application of KGDA for renewal of license be granted but that application for removal to Aberdeen, S. D., be denied.

NEW, Roberto Mendez, San Jaun, Puerto Rico—Chief Examiner Yost recommended (Report 416, Docket 1720) that application for CP to build new station for operation on 1370 kc. with 100 w., unlimited time, be granted on grounds that San Juan needs the service, that applicant is well qualified and that no objectionable interference is expected to result.

S. W. System Now Nine

FORMAL announcement has been made by Howard W. Davis, commercial manager of Southwest Broadcasting Co., of the purchase of KNOW, Austin, Tex., 100-watt station operating full time. The addition of this station brings the Southwest Broadcasting Company's roster up to nine stations. Complete new equipment will be installed.

Washington Visitors*

A. J. McCosker, WOR, Newark, N. J.
L. A. Benson, WIL, St. Louis
J. Leslie Fox, WSM, Nashville, Tenn.
Chan Gurney, WNAX, Yankton, S. D.
Levering Tyson, National Advisory Council on Radio in Education, New York
Frank W. Wozencraft, RCA, New York
J. G. Cummings, WOAI, San Antonio, Tex.
John W. Elwood, NBC, New York
Wiley P. Harris, WJDX, Jackson, Miss.
T. E. Sharp, KFSD, San Diego, Cal.
James B. Hyndman, WHAP, New York
M. E. Kluge, National Broadcasting Equipment Co., Scottsbluff, Neb.
J. M. Cadwell and C. A. Sparks, Goodland, Kan.
George O. Sowell, Kosciusko, Miss.
W. K. Henderson, KWKH and KWEA, Shreveport, La.
J. D. Carpenter, WKBF, Indianapolis, Ind.
P. J. Gollhofer and Lillian Kiefer, WMBQ, Brooklyn, N. Y.
John Cowles, KSO, Clarinda, Ia.
Frank Falknor, Doolittle & Falknor, Chicago
Henry A. Bellows, WCCO, Minneapolis
E. M. Elkin, KDKA, Pittsburgh
P. J. Hennessey, Jr., NBC, New York
Fred Willis, CBS, New York
Joseph Henkin, KSOO, Sioux Falls, S. D.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *September 15-29.*

R. C. Patterson Is Named Vice-President of NBC

RICHARD C. PATTERSON, former Commissioner of Correction of New York City, has been appointed executive vice president of the NBC, succeeding George F. McClelland, who has been designated assistant to M. H. Aylesworth, president of NBC and RKO. Mr. Aylesworth announced the appointment Sept. 28 after Mr. Patterson had submitted his resignation to Mayor McKee. Mr. Patterson takes up his new duties Oct. 1.

Mr. Patterson, as far as could be learned, has had no previous experience in radio, but was selected for his executive capacity. Mr. McClelland's new post is in the nature of a promotion, enabling Mr. Aylesworth to divide his time between his radio and motion picture jobs. In announcing the change, Mr. Aylesworth stated:

"While I shall retain the active presidency of the NBC, my new duties as president of the Radio-Keith-Orpheum Corp. make it necessary for me to divide my time between the two organizations, and I have asked Vice President McClelland of the NBC to become assistant to the President of the NBC. Mr. McClelland has accepted his new responsibilities and will immediately assume his duties."

Mr. Patterson was appointed Commissioner of Correction of New York City, Aug. 15, 1927. He made a complete reorganization of the New York City prison system, instituting improvements and changes which have been copied in cities throughout the country. A school of prison guards, a social service bureau, weekly lectures to inmates of the city's institutions, safety surveys, emergency alarm system, and the reorganization of prison industries on a paying basis are some of the reforms he instituted. One of the most important achievements credited to him is that he removed the prison system from the influence of politics.

Mr. Patterson was administrative officer of the American Peace Commission at Paris in 1919. He is a Colonel of the Officers Reserve Corps, and has been president of the New York Military Intelligence Reserve Society.

Trade Editors Optimistic

(From the NEW YORK SUN)

EDITORS of trade and industrial magazines, usually hard to convince, are beginning to report there are indications of a slight, if not substantial, betterment in the lines of business represented by their publications.

The trade paper men, in outlining conditions to the Associated Business Papers, Inc., of New York, especially stress the improvement in sentiment which, they say, has been most noticeable during the first half of this month.

As an indicator the Associated Press reports the publishers pointing out the down swing in advertising has been definitely checked. Several magazines in the general and business fields, they say, show gains in space booked ahead so that fall and winter activities are expected to reach at least the level of a year ago.

Retail advertising was said to have made the best showing during July, holding at 70.4 per cent of its four-year average. This was believed to have reflected the aggressive advertising of special sales in various cities, sales which in many cases were termed "highly successful."

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding first class radiotelephone license desires position in Broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 40, BROADCASTING.

Electrical Engineering Graduate. Bachelor of Science Degree. Broadcast operators License. Location immaterial. Single, Age 24. Salary secondary. Box 53, BROADCASTING.

Fully experienced radio engineer and operator desires position with broadcast station. 10 years' commercial operating. Former signal corp instructor. Finest references. Box 54, BROADCASTING.

Radio operator-engineer now employed wishes to make change. Eight years' experience design, installation, maintenance most types equipment also general management and announcing. College education. Married. Go anywhere. References. Address Box 55, BROADCASTING.

Wanted Equipment

Wanted immediately used condenser or dynamic microphones, speech input system or amplifier, level indicator, jacks. Also other broadcasting equipment. Must be bargains and guaranteed. CHGS, Summerside, P. E. I., Canada.

SPAIN has promulgated a regulation which prohibits anyone from performing before a broadcast microphone unless he has paid his listening fee and has owned a receiver for more than three months.

David Sarnoff

(*Continued from page 17*)

ident of RCA Communications, Inc., Radiomarine Corporation of America and RCA Photophone, Inc. He is chairman of the boards of RCA Victor, Inc., RCA Radiotron, Inc., Radio-Keith-Orpheum Corp., and E. T. Cunningham, Inc. He is a director of the Gramaphone Co. Ltd., the NBC, and the Radio Real Estate Corporation of America

With broadcasting's first faint rise, Mr. Sarnoff saw the opportunity for development of a new service and a new industry. The industry was described as a "novelty" manufacturing business, and broadcasting, judging from the early programs, was considered a passing fancy. Through his efforts, the first cabinet radio sets were introduced in 1925, and he was instrumental in the creation of NBC as a permanent broadcasting service, to provide improved programs and national coverage and to brighten the market for receiving sets in which RCA was directly interested through patent mobilization. Through his offices, also, RCA invaded the talking movies and vaudeville and motion pictures. He also negotiated the merger of RCA with the Victor Talking Machine Co. He is confident that additional important public services will come from continued experimentation and has his eyes fixed on television.

Mr. Sarnoff's academic education was restricted to the New York public schools and to a special engineering course at Pratt Institute, New York. He holds an honorary degree of Doctor of Science conferred by St. Louis University in 1927. His business associations include membership in the Radio Manufacturers Association, member of the honorary national committee of the National Better Business Bureau, and a director of the Motion Picture Producers & Distributors of America. In addition he is a member of the council of New York University, the Council on Adult Education for the Foreign Born, the New York Society for Electrical Development, the American Institute of Electrical Engineers, the Electrical Manufacturers Club, the Pan American Society, and of the National Institute of Social Sciences. He is an honorary member of the Radio Club of America, and a fellow of the Institute of Radio Engineers. He is a member of the Economic Club of New York, the India House, the Lotos Club and the Sands Point Club. He holds an honorary membership in the Omicron Alpha Tau, Epsilon Chapter. A colonel in the Signal Corps reserve of the Army, he holds the decoration of the Order of "Polonia Restitutia," conferred by the Polish Government in 1924.

Mr. Sarnoff married Lizette Hermant of Paris, France, July 4, 1917. They have three sons, Robert William, 14, Edward, 11, and Thomas Warren, 5. The Sarnoffs maintain their residence at 11 East 68th St., New York.

The Other Fellow's Viewpoint...

Longer Antennas

To the Editor of BROADCASTING:

I was interested in noting the article on WEVD's new antenna, on Page 21 of the September 15 issue of BROADCASTING. In one paragraph the statement is made that this station has the longest transmission line in the world. I have not personally visited all of the broadcasting transmitters in the United States, although I have visited those of the colleges and universities. I have been on more than one occasion on the campus of Washington State College at Pullman, Washington, and have figures showing that their transmission line is 1200 feet long. It is evident therefore that at least one station in the United States has a longer transmission line than does WEVD. I will be interested to find whether other stations can show a greater length than this.

I am wondering whether or not the Commission records could not verify the facts on transmission line lengths.

I am sending a copy of this letter to Dr. H. V. Carpenter, Dean of the College of Engineering of the State College of Washington, Pullman, Washington, who is technical director of station KWSC and is quite prominent in radio engineering research and invention.

Tracy F. Tyler,
Secretary and Research Director
National Committee on Education by Radio
Washington, D. C.
Sept. 17, 1932.

Commission 1934 Budget

A BUDGET of $889,000 for the fiscal year 1934, which begins next July 1, was asked by the Radio Commission in a conference with the Bureau of the Budget on Sept. 26. The figure compares with $856,000 available to the Commission for the current fiscal year, which represents the money available after the 8 1/3 per cent reduction ordered by Congress under the Economy Bill. Both figures include appropriations for the Commission's Division of Field Operations, formerly the Radio Division of the Department of Commerce.

A CLASSIFIED AD WILL DO THE JOB

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

Copy should reach this office ten days prior to date of publication.
Classified ads do the job quickly and economically.
7c per word—cash with order.

BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

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KSTP
ST. PAUL MINNEAPOLIS
10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

KMOX

KEY STATION OF THE MISSISSIPPI VALLEY

ST. LOUIS • 50,000 watts

KMOX • With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. It is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX • Mail report shows average of 42 states heard from daily during past year.

KMOX • Maintains the finest network program standard of the Columbia Broadcasting System, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • Is located at the most strategic point in the United States. KMOX broadcasts from the center—not the rim.

Radio Station KMOX

The mail for Teaberry Sports Reporter seems to grow from month to month. The 1602 letters received during July, 1932, come from 25 states and from Canada.

People are not inclined to write letters these warm Summer days, yet this mail is large enough to indicate that our programs are reaching a large listening audience throughout the country with their messages of Teaberry gum. We consider these mail returns especially good in view of the fact that we are offering an old program of the world's series baseball games of 1931 and the listener must pay six cents for postage.

As stated in a previous letter, our primary reason for using KMOX was to reach the people of St. Louis and the nearby trading territory within 150 miles. These returns from states other than Missouri and Illinois indicate that we have a large listening audience elsewhere for the Teaberry Sports Reporter.

Yours very truly,

EDWARD M. POWER CO., INC.,
EDWARD M. POWER, JR.,
President.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM